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SALES & MARKETING MANAGEMENT

OCTOBER 26, 1981
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Growth markets to watch

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1981 SURVEY OF BUYING POWER Part II

Featuring

Metropolitan Market Projections to 1985
Retail Sales by Merchandise Line Categories
Up-to-date Data on Newspaper and TV Markets

Section A.
The big payoff that the baby-boom generation will bring to marketers in the 1980s

Section B.
Merchandise Line Sales for 1980 by Metropolitan Markets

Section C.
U.S. Metropolitan Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index

Section D.
Annual Survey of Newspaper Markets

Section E.
Annual Survey of TV Markets

Section F.
Canadian Metropolitan Market Projections

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What's Coming Up

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Robots for sale. Because industrial robots are a cross between machine tools and computers, robot makers vary on whether sales efforts should be directed toward plant engineers or top management. Thus some companies are trying to find salespeople with both technical knowledge and marketing savvy. Nov. 16.

An S&MM Special Report: Marketing Planning. Planning is everything, the saying goes, and never more so than in today's fast-changing markets. S&MM's 32-page report shows how to sharpen your planning to spot current and future developments that affect you the most. Statistics and case histories. Dec. 7.

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Section A

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Tomorrow's new rich

Postwar babies are grown up

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

In the 1980s, the baby-boom generation will produce its biggest payoff for marketers.

Although the tidal wave of baby boomers created vast new markets at each stage of the life cycle—diapers and books by Dr. Spock, soft drinks and phonograph records, blue jeans and hi-fi stereos, and, most recently, housing and recreational goods and services—the payoff to come will be the biggest yet because they are moving into their peak income years. This means overall income growth should accelerate, and that upper-income consumers will grow at a brisker pace than in the last decade.

Numbers alone can give the baby boomers an awesome market-shaping power, but the equally important changed social values they have unleashed will impact markets in the 1980s:

◆ Household fragmentation will continue as nontraditional types grow faster than traditional types.

◆ Multi-earner buying units will become a prized sales target.

◆ Working women will trigger a second revolution.

◆ Suburbs' changed complexion will offer new challenges to marketers.

◆ Lopsided geographical growth will tilt sales prospecting more to the South and West.

Despite the general agreement on the baby boomers' importance, there's less agreement on the market's actual size. Market-size estimates depend on the basis you use for making calculations.

Demographer Leon F. Bouvier, in a monograph for the Population Reference Bureau, Washington, DC, *America's Baby Boom: The Fateful Bulge*, says: "To pinpoint the period of the baby boom, both the rates and number of births must be considered. If we are interested in fertility behavior—the annual number of births per woman—the rates are the crucial indicator; if we are interested in societal impacts, the number of births in a given year is more meaningful."

When rates are used, he says, the baby boom falls in the 1947–64 period, during which fertility rates remained over 3.0. If number of births are the criteria, the boom falls into a shorter time frame, 1954–64, when over 4 million babies came on the scene each year. That means, in 1980, those between 16 and 33 years of age were baby boomers on a rate basis, those between 16 and 26 on a births basis.

Because marketers and demographers rely on the five-year age spans in which the Census Bureau reports population totals, the baby boomers, in the 1980 Census, shaped up like this: 15–19 year olds, 21.2 million; 20–24, 21.3 million; 25–29, 19.5 million; and 30–34, 17.6 million. That's a whopping 79.6 million, or more than one of every three people included in the head count.

During the 1980s, older baby boomers will move into the 35–44-year-old group, younger ones into the 25–34 group. Each age segment will be among the fastest-growing in the decade—the 35–44s increasing 42%, the 25–34s 14%.

SURVEY HIGHLIGHT

Metro market outlook through 1985

	1985 Projected Estimates	*Projected % Change 1980–85*	*Actual % Change 1975–80*
POPULATION (Thous.)			
U.S.	**241,180.6**	**+ 5.5%**	**+ 6.5%**
Metro	180,487.8	+ 5.0	+ 6.5
Nonmetro	60,692.8	+ 7.2	+ 6.6
HOUSEHOLDS (Thous.)			
U.S.	**91,193.9**	**+11.3%**	**+12.9%**
Metro	68,704.9	+10.8	+13.0
Nonmetro	22,489.0	+12.9	+12.5
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$3,117,351,987**	**+71.8%**	**+69.0%**
Metro	2,516,679,082	+72.7	+69.1
Nonmetro	600,672,905	+68.3	+68.6
AVG. EBI PER HOUSEHOLD			
U.S.	**$34,184**	**+54.3%**	**+49.7%**
Metro	36,630	+55.8	+49.6
Nonmetro	26,710	+49.1	+49.9
RETAIL SALES ($000)			
U.S.	**$1,630,482,850**	**+68.8%**	**+61.8%**
Metro	1,287,481,257	+68.6	+61.7
Nonmetro	343,001,593	+69.5	+62.5
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$17,879**	**+51.6%**	**+43.4%**
Metro	18,739	+52.1	+43.0
Nonmetro	15,252	+50.1	+44.4
BUYING POWER INDEX			
U.S.	**100.0000**	**N.A.**	**N.A.**
Metro	79.0211	+ 0.1%	− 0.1%
Nonmetro	20.9789	− 0.5	+ 0.3

N.A. Not applicable; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.
Note: The 1985 projections apply to the 305 S&MM metropolitan markets as currently defined. Similarly, in calculating the percent changes the metro market totals are based on the county definitions for the base years 1975 and 1980. By 1985, the federal government may have made additional changes in the boundaries of existing markets and named new markets based on the results of the 1980 Census of Population and Housing.
Source: *Sales & Marketing Management's 1981 Survey of Buying Power—Part II.*
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What gives these numbers heady prospects for marketers is the fact that the 42% increase will be for baby boomers moving into their peak buying power years. Family heads in the 35–44 age group tote incomes 55% above the all-family norm. Even the younger baby boomers will move into an age group where the income level is 25% above average.

As a result, the flashiest growth rates in the 1980s will be chalked up by better-heeled buyers. Projections by Data Resources, Inc. (DRI), Lexington, MA, a leading econometrics outfit and a McGraw-Hill subsidiary, indicate that the number of consumer units in the $50,000–$59,999 class will double; the $60,000-and-over units will increase 85%; and the $40,000–$49,999 group 69%.

Baby boomers' clout

These impressive increases will be due mostly to the baby boomers. "Most of them will be entering their thirties during the decade," says DRI analyst Michael Shannon. "The work experience they acquired in the 1970s will result in higher productivity and income. Also, in millions of baby-boom families both the husband and wife will be working."

One other dramatic indicator of the baby boomers' future buying power that marketers should consider: the 35–44 year olds will be the only group that will increase its slice of the total income pie this decade; from 21.6% in 1980 to 25.8% in 1990. Every other age group will make do with thinner portions except for the 25–34 year olds, the younger baby boomers, whose share will edge up from 23.0% to 23.7%. By 1985, the biggest chunk of buying power will be wielded by the 35–44 group.

Equally cheering for marketers is the likelihood that real income of the typical con-

The outlook for the 1980s

Component	Bil. of 1972$ 1980 Actual	1985 Low	1985 High-1	1985 High-2	1990 Low	1990 High-1	1990 High-2
Gross national product	**$1,480.7**	**$1,653.3**	**$1,784.7**	**$1,775.1**	**$1,902.4**	**$2,172.6**	**$2,171.8**
Personal consumption expenditures	935.1	1,001.0	1,094.5	1,091.3	1,166.5	1,346.0	1,364.0
Gross private domestic investment	203.7	263.6	310.1	309.7	315.8	420.2	422.6
Nonresidential structures	48.4	46.4	49.3	49.2	55.5	62.4	62.8
Producers' durable equipment	110.0	135.3	163.5	164.8	172.6	240.9	243.5
Residential investment	48.2	67.6	78.5	77.0	70.9	92.1	91.6
Government purchases	290.0	327.9	324.7	324.9	346.9	344.4	347.6
Federal	108.2	128.9	126.6	125.9	140.3	135.3	137.5
State & local	181.9	199.0	198.1	199.0	206.6	209.1	210.1

Component	Annual % Change 1973–80 Actual	1980–85 Projected			1985–90 Projected		
Gross national product	**2.4%**	**2.2%**	**3.8%**	**3.7%**	**2.8%**	**4.0%**	**4.1%**
Personal consumption expenditures	2.8	1.4	3.2	3.1	3.1	4.2	4.6
Gross private domestic investment	−0.9	5.3	8.8	8.7	3.7	6.3	6.4
Nonresidential structures	0.3	−0.8	0.4	0.3	3.6	4.8	5.0
Producers' durable equipment	2.8	4.2	8.2	8.4	5.0	8.1	8.1
Residential investment	−3.6	7.0	10.2	9.8	1.0	3.2	3.5
Government purchases	1.9	2.5	2.3	2.3	1.1	1.2	1.4
Federal	1.7	3.6	3.2	3.1	1.7	1.3	1.8
State & local	2.1	1.8	1.7	1.8	0.8	1.1	1.1

Notes: The Bureau of Labor Statistics, in revising its 1979 projections of the 1980s, worked with three sets of assumptions. "The low-trend projection," says economist Norman C. Saunders, in BLS's Office of Economic Growth and Employment Projections, "is characterized by assumptions of continuing high inflation, low productivity growth, and moderate expansion in real production. Alternatively, the high-trend version-1 projection assumes marked improvements in both inflation and productivity, greater labor force growth, and commensurately higher real production levels. Finally, the new high-trend version-2 alternative assumes labor force growth consistent with the low-trend, but greater productivity gains and less inflation." S&MM presents all three scenarios so that the reader can base his planning on the set of assumptions closest to his own ideas about the future. Full details of BLS projection are in the August issue of *Monthly Labor Review*.
Source: Bureau of Labor Statistics, *The U.S. economy through 1990—an update; New economic projections through 1990—an overview; The outlook for industry output and employment through 1990; Occupational employment growth through 1990.*
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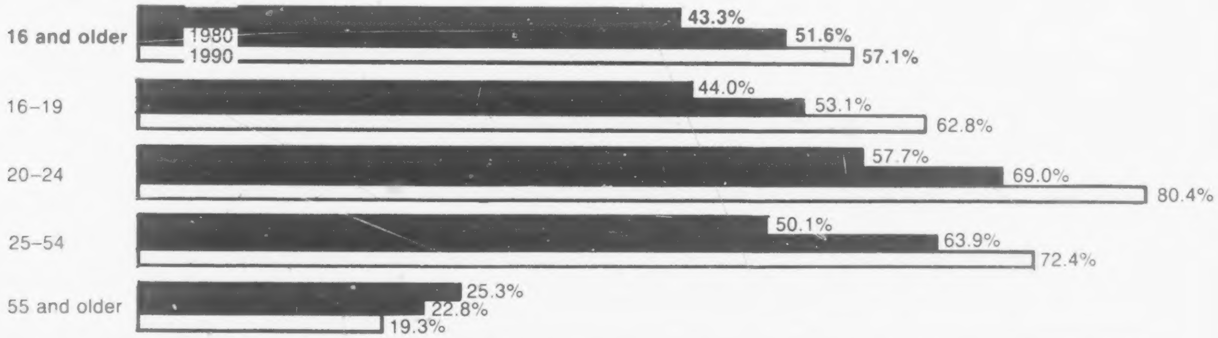
Growth market to watch: Working women

No let-up in the away-from-home trend

% of women in the labor force



Motherhood no longer an impediment

Marital Status Of Women	Total	With No Children Under 18	With Children Under 18 Total	With Children Under 18 Under 6
	% In The Labor Force			
Total	**51.1%**	**48.0%**	**56.6%**	**46.6%**
Never married	61.2	61.8	51.5	43.4
Married, husband present	50.2	46.1	54.2	45.0
Married, husband absent	59.4	58.7	59.9	51.8
Widowed	22.5	19.9	58.8	45.6
Divorced	74.5	71.4	78.1	68.0

Notes: Labor force is "employed plus those looking for work." Data are for March 1980.
Sources: Bureau of Labor Statistics, *Labor force projections to 1990: Three possible paths*; Population Reference Bureau, *U.S. Women at Work*.
© Sales & Marketing Management.

sumer unit will climb 15.9% in the 1980s, from $20,432 to $23,673 (in 1980$). That's a striking turnaround from the lackluster 1970s, when real income gains were stagnant. The 1970s' poor performance was due to the massive influx of inexperienced baby boomers into their first, low-paying jobs; slower productivity growth; high inflation rates; and the sharp rise in one-person, female-headed, and broken homes, all of which have below-average incomes.

Finally, the anticipated 15.9% growth may actually understate the average consumer unit's enhanced buying power. With a household size expected to shrink further in the decade, the dollars available will be spread over fewer people, leading to a higher level of discretionary spending.

While the age demographics promise to give an upward thrust to income levels in the 1980s, household changes could restrain future buying power growth. The Census Bureau's latest annual report on consumer income notes:

"One of the most dramatic changes in the composition of households in the 1970s was the increase in the number of family households maintained by women with no husband present. In 1970, these households constituted 11% of all family households; 10 years later the number of family households maintained by women had increased by 53% to 8.5 million, constituting 15% of all family households.

Not so well off

"These families tend to have considerably lower incomes than married couples and constitute a very large share of the poverty population. This trend may continue in the 1980s, especially if there are increases in the number of separations, divorces, and children born out of wedlock. Disproportionately high increases in families maintained by women will likely have a dampening effect on the overall growth of household and family income."

The relatively greater importance of nonfamily-type households, especially the one-person unit, is another potential brake on income growth. During the last decade, such households jumped from 19% of the total to 26%, the bureau reports.

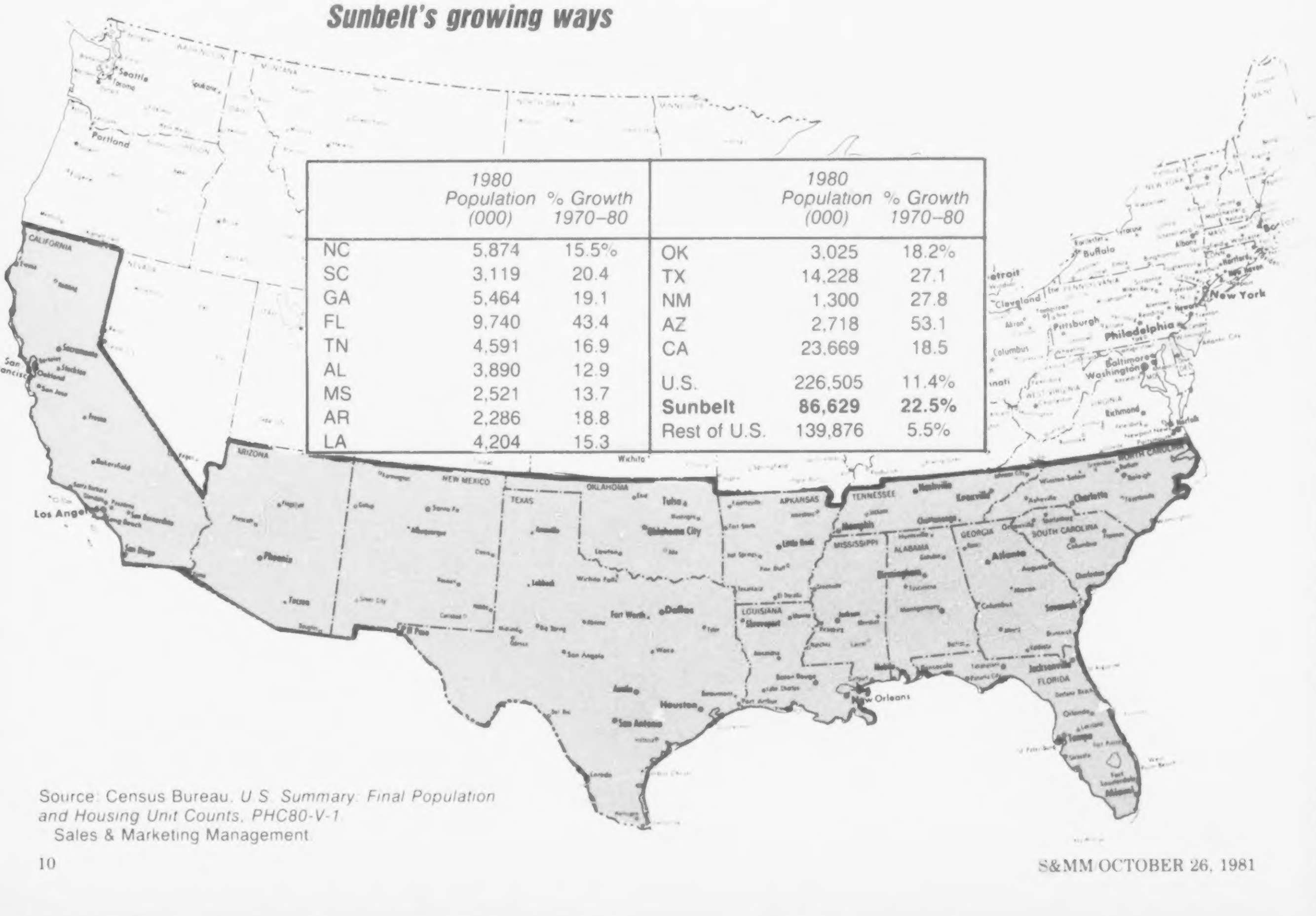
As a rule, nonfamily households earn considerably less than family households. Last year, for example, median income of families was 153% greater than that of unrelated individuals.

Within the family sector, too, there are sharp income differences as to types of households. Compared to married-couple families, the male householder with no spouse present earned 22% less, the female householder without a spouse 73% less.

Most observers agree that nonfamily units will continue

MARKET HIGHLIGHT

Sunbelt's growing ways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CALIFORNIA
San Francisco
Los Angeles
ARIZONA
Phoenix
Tucson
NEW MEXICO
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Oklahoma City
Fort Worth
Dallas
Houston
San Antonio
ARKANSAS
Little Rock
LOUISIANA
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Nashville
Knoxville
Memphis
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SOUTH CAROLINA
Charlotte
NORTH CAROLINA
FLORIDA
Jacksonville
Tampa
Miami
Buffalo
Cleveland
Pittsburgh
Columbus
Philadelphia
New York
Baltimore
Washington
Richmond

	1980 Population (000)	% Growth 1970–80		1980 Population (000)	% Growth 1970–80
NC	5,874	15.5%	OK	3,025	18.2%
SC	3,119	20.4	TX	14,228	27.1
GA	5,464	19.1	NM	1,300	27.8
FL	9,740	43.4	AZ	2,718	53.1
TN	4,591	16.9	CA	23,669	18.5
AL	3,890	12.9			
MS	2,521	13.7	U.S.	226,505	11.4%
AR	2,286	18.8	**Sunbelt**	**86,629**	**22.5%**
LA	4,204	15.3	Rest of U.S.	139,876	5.5%

Source: Census Bureau, *U.S. Summary: Final Population and Housing Unit Counts, PHC80-V-1*
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Growth market to watch: Two-earner households

Projected growth of married, two-earner households

	1977		1985		1990	
Age of Head	Number (000)	% Of Age Group	Number (000)	% Of Age Group	Number (000)	% Of Age Group
Under 35	9,222	65%	11,034	65%	10,926	65%
35–44	5,060	56	7,710	63	8,978	64
45–54	4,439	50	5,147	58	6,033	67
55–64	1,946	32	2,847	49	2,839	51
65 and older	71	5	92	5	111	6
Total	**20,738**	**53%**	**26,830**	**60%**	**28,887**	**61%**

Source: Carol Brock Kenney, vice president, Shearson/American Express.

Projected median income by household type

	1970	1980	1990	% Growth	
	In 1980 $			1970–1980	1980–1990
All households	$16,116	$16,569	$18,802	2.8%	13.5%
Familes	19,083	21,669	24,570	13.6	13.4
Two-income families	**23,742**	**27,423**	**33,578**	**15.5**	**22.4**
Singles	6,067	8,412	10,179	38.7	21.0

Source: Sandra Shaber, director of consumer economics, Chase Econometrics Associates.
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Buying power outlook: Upscale becomes broadscale

More at the top, fewer at the bottom

Income Group	1980 Total Consumer Units	%	1985 Total Consumer Units	%	1990 Total Consumer Units	%
Under $10,000	26.078	30.3%	26,864	28.1%	26,716	25.8%
$10,000–$19,999	24,465	28.4	25,990	27.2	26,802	25.9
$20,000–$29,999	17,371	20.2	19,309	20.2	20,584	19.9
$30,000–$39,999	9,562	11.1	11,801	12.3	13,846	13.4
$40,000–$49,999	4,349	5.1	5,686	5.9	7,327	7.1
$50,000–$59,999	1,779	2.1	2,526	2.6	3,562	3.4
$60,000 & over	2,477	2.9	3,408	3.6	4,574	4.4
Total consumer units	**86,084**	**100.0%**	**95,589**	**100.0%**	**103,416**	**100.0%**
Mean income	**$20,432**	—	**$21,938**	—	**$23,673**	—

Baby boomers (35–44 year olds) the richest target

Age Group	1980 Total Income $ Mil.	%	1985 Total Income $ Mil.	%	1990 Total Income $ Mil.	%
Under 25	$101,425	5.8%	$106,376	5.1%	$106,468	4.3%
25–34	403,820	23.0	502,509	24.0	580,660	23.7
35–44	380,002	21.6	505,889	24.1	632,690	25.8
45–54	357,221	20.3	400,089	19.1	494,306	20.2
55–64	298,075	16.9	329,609	15.7	345,494	14.1
65 & older	218,363	12.4	252,588	12.0	288,522	11.8

Mean income by age group

Age Group	1980 Mean Income	Index U.S. = 100	1985 Mean Income	Index U.S. = 100	1990 Mean Income	Index U.S. = 100
Under 25	$11,569	57	$12,133	55	$12,704	54
25–34	19.887	97	21,127	96	22,751	96
35–44	26,046	127	27,438	125	28,842	122
45–54	27,814	136	30,681	140	33,178	140
55–64	23,271	114	25,363	116	27,827	118
65 & older	13,021	64	13,607	62	14,240	60

Notes: All income expressed in 1980 dollars. Details may not add to 100 due to rounding. Data Resources' "consumer units" are defined differently from the *Survey*'s households. Both treat the family as a single unit. However, whereas the *Survey* treats unrelated individuals living in the same household as one household, DRI treats each individual in such a household as a consumer unit if each has his or her own incomes. Thus DRI's consumer-unit total will always be greater than the *Survey*'s household total.
Source: Data Resources, Inc., Consumer Research Div. Further reproduction prohibited.
© Sales & Marketing Management.

to outpace families in the 1980s, due to postponement of marriage, higher divorce rates, and increases in the elderly population. Consequently, they'll be a deterrent in the rate of future growth in household income.

While the rise of nontraditional households may have an impact on average income levels, marketers will still have a larger market target at the upper-income ranges. A report by the Urban Institute, Washington, DC, *The Urban Households in the 1980s: A Demographic and Economic Perspective,* reasons that "the 1980s will mirror the 1970s with regard to income gains. Like the decade preceding it, the 1980s will witness increases concentrated in the higher-income groups, with little gain in the lower- and middle-income categories." This would mean, the report cautions, "small decreases in discretionary income for moderate-income families during the decade."

An overlooked point

Strangely, all of the discussions on future income trends miss a very salient point: decreasing household size. The long-term trend of fewer persons per household will continue in the current decade, meaning that in a typical consumer buying unit there will be fewer people on whom the income must be spent. Subsequently, even a small increase in income can spell a much greater increase in buying power because relatively more can be spent on each of the fewer members making up the smaller households.

Ironically, marketers will have their work cut out for them in tapping the income cornucopia. Most long-range forecasts see consumer spending failing to match income gains because of: (1) an aging population boosting the savings ratio, which has been at record lows in recent years, and (2) the emphasis on needed capital investment to modernize industry, spur productivity growth, fight inflation, and develop energy supplies.

Even so, marketers will have a lucrative sales target to focus their planning on. Noting that the most substantial income gains will be in the 35–44 age segment, Carol Brock Kenney, senior economist, Shearson/American Express, New York City, says that, "The big themes, considering the more sophisticated, time-conscious consumer, will be quality and convenience at the 'right' price. We expect a continuous shift of the consumer dollar toward convenience-leisure services and away from goods, chiefly autos and housing, as these take lower shares of nominal income. The two major goods areas that should benefit from demographic trends are quality apparel and quality household durables, specifically home furnishings and high-technology appliances.

Good times ahead

"Despite the rather slow growth environment for spending, we expect a reasonably good period for consumer discretionary areas. This is because (1) by 1990 we estimate that two-thirds of married couples under 55 will be two-wage-earner couples, and (2) the large burden of housing and other big-ticket items will diminish as the population progresses from the young-adult age segments to the over-35 age group."

Others see the changing household age mix posing problems for particular industries. Speaking at a Demographic Outlook Conference sponsored by *American Demographics*, Ithaca, NY, deputy chief economist William A. Cox, U.S. Dept. of Commerce, noted that, "In the automobile market, the number of first-time purchasers may already be declining as the number of teen-agers and people in their twenties begins its long-term fall."

"Because households headed by people under 30 will grow by only 2.1 million during the 1980s, less than 40% of their

MARKET HIGHLIGHT

Suburbs' changing complexion

A shifting metro profile . . .

	Metro Total[1]	Central Cities[2]	Suburbs[2]	Fringe Counties[3]
POPULATION (000)				
All races				
1960	122,809	59,947	59,648	3,214
1970	143,372	63,797	75,622	3,953
1980	157,190	63,111	88,737	5,342
Blacks				
1960	13,072	9,914	2,825	323
1970	17,096	13,140	3,630	326
1980	20,522	14,751	5,424	347
% RATE OF CHANGE				
All races				
1960–70	+16.7%	+ 6.4%	+26.8%	+23.0%
1970–80	+ 9.6	− 1.1	+17.3	+35.1
Blacks				
1960–70	+30.9%	+32.5%	+28.5%	+ 0.7%
1970–80	+20.0	+12.3	+49.4	+ 6.6
BLACK % OF POPULATION				
1960	10.6%	16.5%	4.7%	10.1%
1970	11.9	20.6	4.8	8.2
1980	13.1	23.4	6.1	6.5

. . . as blacks surge in the suburbs

		% Rate Of Change		
Surburbs[4]	*Black Population*	*1960–70*	*1970–80*	*Numerical Change 1970–80*
Los Angeles	398,000	+105.0	+ 65.7%	+157,822
Washington, DC	390,000	+ 98.3	+134.9	+224,045
New York City	285,000	+ 55.5	+ 31.4	+ 68,127
Philadelphia	245,000	+ 34.1	+ 28.9	+ 55,018
Chicago	231,000	+ 65.5	+ 79.9	+102,528
St. Louis	201,000	+ 65.0	+ 50.4	+ 67,339
Atlanta	179,000	+ 23.5	+222.4	+123,639
Detroit	128,000	+ 26.1	+ 32.5	+ 31,378
Baltimore	126,000	+ 25.6	+ 54.9	+ 44,568
Cleveland	94,000	+452.8	+110.6	+ 49,512
Houston	80,000	+ 6.2	+ 21.4	+ 14,100
New Orleans	79,000	+ 26.9	+ 40.4	+ 22,789
Dallas	50,000	+ 1.1	+ 35.4	+ 13,066
Memphis	37,000	− 34.8	− 18.4	− 8,552

[1] S&MM calculation based upon data in next three columns and shown only for purposes of comparison.

[2] Boundaries of metro areas as of 1970, chosen as the midpoint of the 1960–80 period to simplify comparisons.

[3] Counties added between 1970 and 1980 to metro areas as defined in 1970.

[4] Based on 1970 definition.

Note: **Metro Totals** will not be the same as those reported earlier in S&MM articles on the 1980 Census because the Census Bureau analysts used the 1970 boundaries of metro areas as a constant in order that trends over the 1960–80 period could be analyzed.
Source: Special analysis by Larry Long, Center for Demographic Studies, Census Bureau, and Diane DeAre, Population Div., Census Bureau.
© Sales & Marketing Management.

growth in the 1970s, construction of new apartments will decline sharply," he stated. This will negatively impact durable home furnishings and equipment, he added, putting greater pressure on marketers to stimulate replacement sales "by significant improvements in the products' technical capacities, such as energy efficiency."

Dual-earner couples, who will become one of the hot markets of the 1980s, will give a strong lift to baby boomers' buying power. According to Sandra Shaber, director of consumer economics, Chase Econometrics, Bala Cynwyd, PA, such units represent 40% of all families, vs. 34% in 1970, and 28% of all households. She sees the 1990 ratios zipping up to 47% for families, 31% for households.

"In part," she explains, "this increase is due to changing social attitudes combined with greater employment opportunities for women as the service sector grows relative to other sectors, and diminishing barriers in other areas. As the women of the baby-boom generation grow older, they'll remain in the labor force in greater numbers than preceding generations."

Of course, the upsurge in the dual-earner couples is an offshoot of the exodus of women from the kitchen. Last year, more than half, 51.6%, of women 16 years old and older were in the labor force, vs. 43.3% in 1970.

Some of the most explosive growth took place among the baby boomers. The participation rate for women aged 25–34 shot up 45%, from 45.0% to 65.4% in the decade, and the rate for the 20–24 segment climbed 20%, from 57.7% to 69.1%. Wives clicked off a 23% gain, from 40.5% to 49.9%.

In the 1980s, women are expected to fill two of every three new jobs. Bureau of Labor Statistics' latest projections depict the participation rate soaring to between 56.4% and 63.2% by 1990.

An important distinction

Tomorrow's working-women market will have one distinctive difference from today's version—motherhood. Sociologist Linda J. Waite, Rand Corp., Santa Monica, CA, in a monograph for the Population Reference Bureau, *U.S. Women at Work*, points out that, "The most rapid increases in women's employment have occurred among groups who were least likely to work in the past—married mothers and especially mothers of preschool children. During the 1950s and 1960s such women still tended to drop out of the labor force while their children were young. But in the 1970s, the participation rate for women aged 25–34—the prime ages for childbearing and child rearing—went up by more than half, from 43% in 1970 to 65% in 1980."

"These trends suggest a whole set of social expectations among the younger genera-

MARKET HIGHLIGHTS

Households in the 1980s: A slower second half

Household Type	1975 (000)	1980 (000)	1985 (000)	1990 (000)	% Growth 1975–1980	1980–1985	1985–1990
Married couples	47,404	47,867	49,383	50,871	1.0%	3.2%	3.0%
Other male head	4,467	5,936	7,345	8,557	32.9	23.7	16.5
Other female head	13,965	16,520	18,982	21,096	18.3	14.9	11.1
Divorced/separated	6,008	7,513	8,950	10,087	25.0	19.1	12.7
Widowed	7,957	9,007	10,032	11,009	13.2	11.4	9.7
Singles	**6,672**	**8,783**	**10,621**	**12,187**	**31.6%**	**20.9%**	**14.7%**
Total	**72,508**	**79,106**	**86,331**	**92,711**	**9.1%**	**9.1%**	**7.4%**

Source: The Joint Center for Urban Studies of M.I.T. and Harvard Univ., *The Nation's Families: 1960–1990.*
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Retailing outlook for 1982

Store Type	1982 $ Bil.	1981 $ Bil.	% Increase 1981–1982	1980–1981
Durable goods	**$ 371.50**	**$ 335.10**	**10.9%**	**12.8%**
Automobiles	217.47	191.27	13.7	14.3
Automotive dealers	196.22	171.17	14.1	14.8
Auto & home supplies	22.24	20.10	10.6	10.7
Building supplies	56.38	53.33	5.7	10.3
Building materials & paint	38.73	37.12	4.3	9.9
Hardware	9.55	8.86	7.7	14.8
Nurseries & garden supplies	8.11	7.34	10.4	7.4
Furniture	49.58	46.74	6.1	7.0
Furniture, rugs & curtains	30.14	28.16	7.0	7.9
Appliances, TV & radio	14.70	14.00	5.0	6.8
Miscellaneous durables	48.07	43.76	9.9	13.9
Nondurable goods	**$ 776.75**	**$ 719.62**	**7.9%**	**9.6%**
Food	260.98	238.49	9.4	9.9
General merchandise	139.05	127.01	9.5	10.0
Department	113.61	103.63	9.5	10.9
Eating & drinking	104.97	95.54	9.9	10.5
Gas stations	104.54	103.56	1.0	10.0
Apparel	53.08	48.34	9.8	9.2
Women's	20.94	18.98	10.3	12.3
Men's	8.76	8.05	8.7	0.6
Shoe	9.89	9.03	9.5	12.8
Drug	37.22	34.32	8.5	9.2
Liquor	18.09	16.84	7.4	1.8
Miscellaneous nondurables	58.81	55.53	5.9	9.1
Total retail stores	**$1,148.25**	**$1,054.72**	**8.9%**	**10.6%**

Note: Current dollars.
Source: Data Resources, Inc., *Consumer Markets Service.*
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tion," says Isabel Sawhill, former director of the National Commission for Manpower Policy and now with the Urban Institute. "We have evidence of a marked shift in attitudes about 'women's place,' especially among the young and well-educated."

College campuses are becoming an incubator of those changed expectations. Women now outnumber men in college enrollment, their share rising from 44.9% to 50.6% during the 1970s.

While women have failed to narrow the earnings gap with men, this picture will likely change in the 1980s, making them a more viable market in their own right. By 1990, the lady of the house will be contributing a significant share of household buying power, and an impressive number of upper-income households will owe that fact to her paycheck.

Several emerging trends support this speculative conclusion. First, the upsurge in the number of women going to college means that tomorrow's distaff worker will bring better credentials to her first job than her older sister did.

Second, as the life cycle of working women changes—that is, longer continuous periods of work—they will gain important occupational skills as well as acquire the seniority that will protect them against the last-hired/first-fired syndrome. This, in turn, will lead to the development of a female version of the "communications network" that males use successfully to advance themselves to better jobs.

A third factor is the different job mix that will distinguish the working women of the 1980s. During the 1970s, women began to break out from the so-called female occupations they were concentrated in, such as nurses, teachers, and secretaries, and to penetrate so-called male occupations. As women attain higher educational qualifications and gain more job experience, this trend can be expected to gain momentum. Once they penetrate the male bastions, they'll use the power of the law to insure that they get commensurate pay for commensurate work.

Second revolution ahead

Some see the changed mix of women workers heralding an even more dramatic revolution than has already occurred. In their study, *The Nation's Families: 1960–1990*, for the Joint Center for Urban Studies, authors George Masnick and Mary Jo Banes argue, "The three aspects of working women—participation, career attachment, income contribution—should be distinguished from one another. Participants range from women spending trifling amounts of time and energy at work to those pursuing full-time careers. Attachment is measured by the extent to which a woman's involvement in her work is substantial and permanent over a period of years and by full-time work throughout the year.

"Only the first aspect has changed dramatically. A second revolution is just underway in attachment, particularly among younger women born after 1940 who are revolutionizing the family structure. A change in relative contribution to family income may be in the wings, but the data are too sketchy to confidently predict its coming on stage."

Greater acceptance of working mothers is one of the baby boomers' changed social values that have produced an unprecedented degree of market segmentation. Households, around which most products and services are designed, are a case in point. Back in 1960, selling to households was an uncomplicated affair when families comprised 85% of such units. Today, the family share has

MARKET HIGHLIGHT

Durables to pace consumer spending in 1982

Product Category	*1982 $ Bil.*	*1981 $ Bil.*	*% Increase 1981–1982*	*% Increase 1980–1981*
Durables	**$ 269.4**	**$235.0**	**14.1%**	**11.4%**
Motor vehicles & parts	123.4	100.7	22.5	12.0
New autos	64.7	61.4	26.0	11.2
Tires, tubes & parts	23.9	21.4	11.6	11.7
Net used autos	22.2	18.7	18.5	19.9
Furniture & household equipment	100.1	93.3	7.3	10.3
Radios, TVs & musical instruments	25.0	23.9	4.4	10.7
Furniture	21.9	20.5	6.9	11.2
Kitchen & household appliances	21.1	19.2	9.5	8.7
Other durables	45.8	41.9	9.4	12.2
Sporting goods	15.4	14.7	8.6	10.7
Jewelry & watches	13.3	12.1	9.7	18.0
Nondurables	**$ 802.0**	**$742.9**	**8.0%**	**9.9%**
Food	417.7	381.9	9.4	10.5
At home	298.3	273.3	9.1	10.1
Away from home	111.4	101.1	10.2	11.5
Alcoholic beverages	49.4	45.6	8.2	6.6
Apparel	128.4	116.9	9.8	11.5
Women's & girls' clothing	70.6	64.2	10.0	12.1
Men's & boys' clothing	36.0	33.1	8.9	9.3
Gasoline & oil	94.2	93.8	0.4	5.3
Other nondurables	141.2	129.9	8.7	11.5
Tobacco products	24.4	22.7	7.4	11.3
Household cleaning supplies	24.3	21.7	11.9	11.3
Drugs	21.4	19.7	8.6	10.8
Total	**$1,071.4**	**$977.9**	**9.6%**	**10.2%**

Note: Current dollars.
Source: Data Resources, Inc., *Consumer Markets Service*.
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Errata: July 27, 1981 Survey of Buying Power

The following corrections should be entered in your copy of the *1981 Survey of Buying Power:*

Page	
A-11	Wausau, WI, should be included in the table "New metro and consolidated areas."
C-126	The overline at the top of the page should read **VA** (cont.)

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slipped to 74% and is expected to dip to 71% by 1990. Household segments have seen even more dramatic changes. Married couples made up three of every four households at the start of the 1960s, but have slipped to three out of five today.

Two distinctive nontraditional types have become significant household markets. Female-headed consumer units surged from less than one out of five households in 1960 to more than one out of four in 1980 (18.2% to 26.1%). One-person units escalated from 13.1% of the total to 22.6% in the same period.

Most of this transformation reflects the baby boomers' impact. Of the 15.6 million increase in households in the last decade, the under-30 age group accounted for a hefty 30.5%, the 30–34 group another 21.6%. Thus more than half of all new households came from these two groups.

Most observers see the fragmentation continuing in the present decade, albeit at a slower rate. Carol Brock Kenney, Shearson American Express, thinks the married-couple share will fall to 56.6% by 1990, while the live-alones will increase theirs to 24.9%.

"It would be a mistake to be too bearish on the family market in the 1980s," she contends. "The baby boom is now moving into the 35–44 prime-family age group. Today, 75% of these women and 80% of the men are married, living with their spouses. At the same time, 9 out of every 10 of these people have at least one child under 18 living at home."

Suburbs' image shattered

Fragmentation in the marketers' favorite piece of geography, the suburbs, will pose another challenge in the 1980s. For example, the "whites-only" image of the communities surrounding the central cities was shattered in the 1970s.

For decades, the mainstream movement of the black population was an exodus from the South to the big central cities in the North and Midwest. The 1970s marked a "dramatic turning point," according to an analysis of 1980 Census results by Larry Long, head of the Census Bureau's Center for Demographic Studies, and Diane DeAre, of the bureau's Population Div.

During the 1970s, they report, the central cities share of total black population slipped from 58.2% to 55.7%, while the suburbs share rose from 16.1% to 20.5%. "For the first time in many decades," they say, "the black population outside the central cities is growing more rapidly than in the central cities."

Significantly, the shift has strong implications for future black buying power. "Since so many jobs are moving from cities to suburbs," Long and DeAre conjecture, "black suburbanization could have long-term consequences for improving blacks' employment

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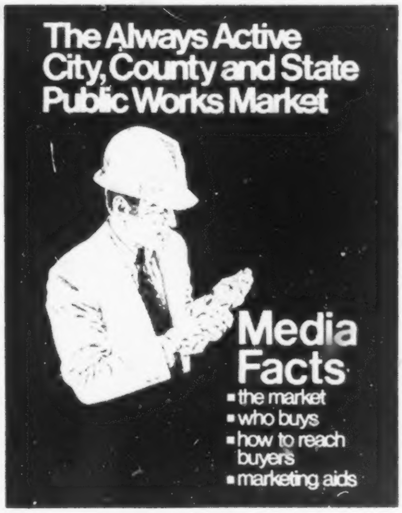

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Caution on growth rates

Certain estimates in this *Survey* are based upon new data that recently became available from the Census Bureau. The merchandise line sales totals are based upon the 1977 Census of Retail Trade, results of which were published earlier this year. The U.S. metro market population projections reflect the findings of the 1980 Census. Thus data in this *Survey* may not be comparable with the estimates in previous *Surveys*. Also, some of the merchandise line sales categories are changed to conform with the Census Bureau's new definitions for certain groups of products.

and occupational mobility prospects.

"For many Americans, a move to the suburbs has meant becoming a homeowner, and a house is a major form of wealth accumulation for middle-class families. Greater opportunities to build equity in a home could help secure middle-class status for many blacks and promote the transmission of that status across generations."

While blacks have begun to move from city to suburb in appreciable numbers, whites are trekking further out to exurbia and beyond, a factor which made nonmetro counties grow faster than metro markets in the 1970s for the first time. Long and DeAre analyzed the "fringe" counties added to metro markets between 1970 and 1980, as well as counties lying just outside the markets. In both cases, they report, "the counties came to house a growing proportion of white population during the 1970s."

Marketers looking for the faster-growing local markets will focus on the South and West in the 1980s. New projections by the Bureau of Economic Analysis point to a possible lopsided growth pattern: Southern and western states are expected to post an annual growth rate of 1.2% in the 1978–2000 period, while the North and Midwest struggle with a middling 0.3% rate.

The energy-rich Rocky Mountain region will set the pace in the growth sweepstakes, posting an annual 1.7% increment, followed by the Southwest's 1.4%, the Far West's 1.3%, and the Southeast's 1.1%.

None of the other regions will even come close. The Plains states will have a 0.6% growth rate, while the New England and Great Lakes states will expand only half as fast, 0.3%. No measurable growth is seen for the mideastern states.

However, there will be local markets that successfully buck the trends of their regions. Bryant Robey, editor of *American Demographics*, pointed out at that magazine's outlook conference that "analysis of population change at the county level reveals that it is areas rich in environmental or lifestyle amenities that have grown rapidly—whether in the Sunbelt or Frost Belt. That explains why the Adirondacks, New Hampshire and Vermont, upper Michigan, and the Ozarks are growing, while not all areas of the South and West are big gainers."

One of the 1970s' most dramatic developments, the faster growth by nonmetro areas compared to metro areas, is likely to continue in the current decade. According to the Urban Institute study, *The Urban Household in the 1980s*, "Nonmetropolitan growth will increase as industry expands into

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New metro areas

The metropolitan markets listed in Section C (page 59) include several changes from the *1980 Survey—Part II*. Acting on the results of the 1980 Census of Population and Housing, the federal government's Office of Management and Budget created 36 new metropolitan markets and eliminated one metro area (Rapid City, SD). Because the new designations raise the total to 305 markets, S&MM has discontinued identifying *potential* metro areas with the familiar triangle next to the market names. Many of the potential areas listed in the *1980 Survey* have now become official Standard Metropolitan Statistical Areas.

The OMB also designated three new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs. They are: Dayton-Springfield, OH; Indianapolis-Anderson, IN; and Providence–Fall River, RI-MA. Two existing SCSAs were enlarged with the addition of new metros. Kenosha, WI, was added to the Chicago-Gary, IL-IN, SCSA and Santa Rosa to the San Francisco–Oakland–San Jose, CA, SCSA.

Here are the 36 new metro areas:

State Market	*1980 Pop.*	*% Gain 1970–80*
CALIFORNIA		
Chico	143,851	41.1%
Redding	115,715	49.0
Visalia-Tulare-Porterville	245,751	30.5
Yuba City	101,979	17.7
FLORIDA		
Fort Walton Beach	109,920	24.6
Ocala	122,488	77.4
GEORGIA		
Athens	130,015	20.7
MAINE		
Bangor	165,429	11.2
MARYLAND		
Cumberland	107,782	0.6
Hagerstown	113,086	8.9
MICHIGAN		
Benton Harbor	171,276	4.5
MISSOURI		
Joplin	127,513	13.0
NEW HAMPSHIRE		
Portsmouth-Dover-Rochester	415,419	29.4
NEW YORK		
Glens Falls	109,649	7.4
Newburgh-Middletown	259,603	17.1
NORTH CAROLINA		
Hickory	130,207	18.0
Jacksonville	112,784	9.4
Salisbury-Concord	185,081	12.4
OHIO		
Newark	120,981	12.2
OREGON		
Medford	132,456	40.1
PENNSYLVANIA		
Sharon	128,299	0.8
State College	112,760	13.6
SOUTH CAROLINA		
Anderson	133,235	26.3
Florence	110,163	22.9
Rock Hill	106,720	25.2
TEXAS		
Victoria	68,807	28.0
VERMONT		
Burlington	154,935	15.6
VIRGINIA		
Charlottesville	113,568	26.9
Danville	111,789	6.3
WASHINGTON		
Bellingham	106,701	30.2
Bremerton	146,609	44.1
Olympia	124,624	61.6
WISCONSIN		
Sheboygan	100,935	4.4
Wausau	111,270	14.2
WYOMING		
Casper	71,856	40.2

Notes: Data are for April 1, 1980, hence will differ from totals in Section C, which are as of Dec. 31, 1980. The New England SMSAs were calculated on the basis of county units, whereas the federal government uses cities and townships for defining New England SMSAs.

Source: S&MM calculations based upon individual state reports from the PHC80-V series of the *1980 Census of Population and Housing*.

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the urban periphery, permitting nonmetropolitan residents to be near potential jobs."

The nonmetro focus of population change will impact central cities and suburbs alike. Their economic and political importance will continue to decline, the Institute contends, as more households move beyond metropolitan boundaries.

"It also means," the Institute says, "that central cities will be competing in the 1980s with both suburbs and nonmetro areas for new industry and jobs as the market advantage of central city business locations declines."

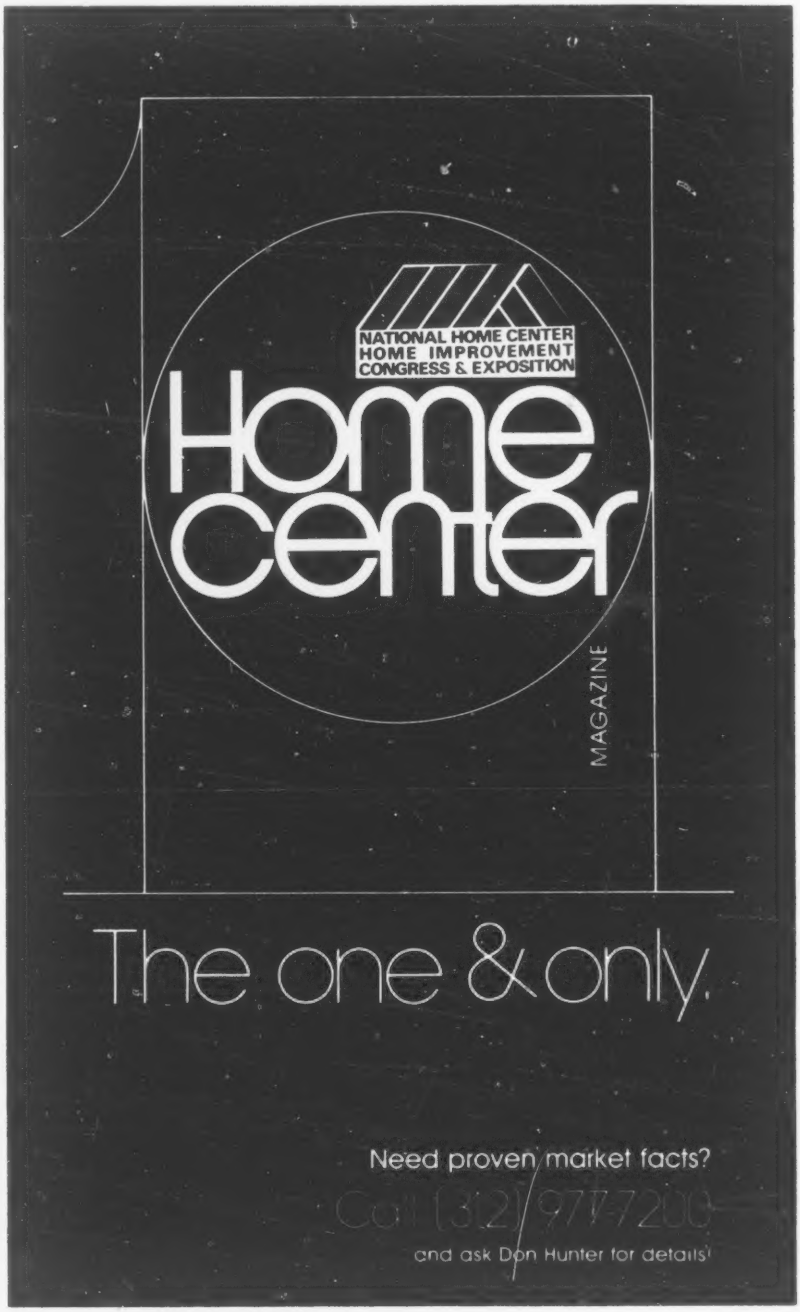
Each decade, of course, does more than continue the trends of the preceding one. Problems not dealt with, or needs unmet, in one decade spill over into the next one, bringing about a new matrix of conflicts and challenges with which marketers will have to contend.

Consumers in conflict

A new client report by Arthur D. Little, Inc., Cambridge, MA, on the effect of demographic and lifestyle trends on consumer spending in the 1980s highlights some of the conflicts. The study sees "consumers wanting to maintain their standard of living, continue personal pursuits, and have individualized products at a time when they face reduced discretionary income, reduced discretionary time, and a marketplace that seeks to limit product choice. Consumer responses to resolve one conflict may in turn intensify or create other conflicts. For example, discretionary income can be increased by labor force entry of a second household member, but this choice also reduces the household's discretionary time."

Ellen I. Metcalf, specialist in consumer behavior and one of the study's authors, says, "A widespread consumer desire for individuality has arisen at a time when manufacturers have moved toward mass marketing, creating a conflict that will be resolved in a variety of ways. Sales of do-it-yourself items will benefit from inflation-constrained buying and the need for individualism. Sales will also increase for those items which lend themselves to personalization, such as beauty aids for different types of skin."

Technology will get a bigger play in product marketing as a response to the conflict between greater individualism and less time available to practice it. "As people desire more individual pursuits despite less leisure time and discretionary income," Metcalf says, "this will force increasing emphasis on activities that can be mastered easily, provide high rewards in a short time period, and can be accomplished at or near the home. As a result, such things as home computers, cable TV, videodiscs, and exercisers will be high on consumer shopping lists."



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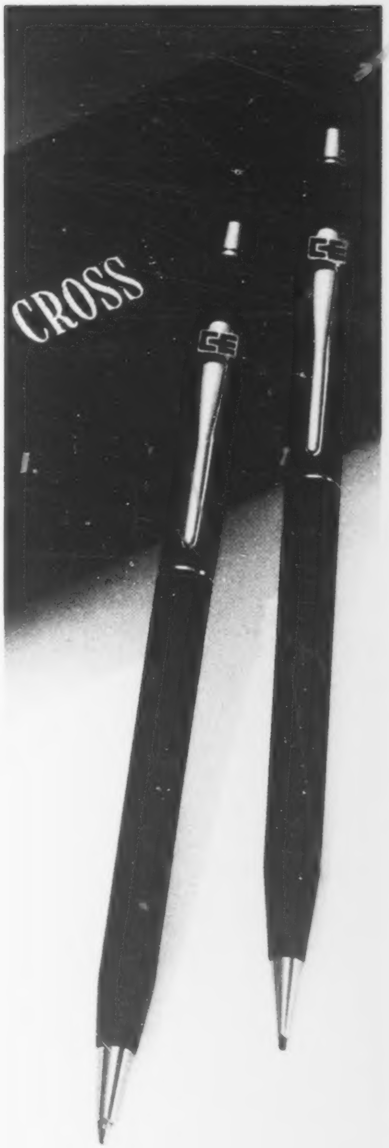

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EBI per household: How inflation hits it

The 65% increase in average Effective Buying Income (EBI) per household that the *Survey* projects for the 1980–85 period is not as handsome as it appears at first glance. The overwhelming bulk of it is due to the high inflation rate assumptions built into it by Market Statistics (MS), the Bill Communications research division that prepares the *Survey* data. MS's expected inflation rates are much higher than most experts anticipate.

As a result of MS's anticipated inflation rates, EBI per household would reach $35,738 by 1985. Thus the difference between that figure and the $36,630 cited in the U.S. Summary on page 61 is $882, which represents, so to speak, the gain in real, or inflation-adjusted, income. In real terms, then, EBI per household by 1985 would be $23,043, which represents a very slight 4% gain, or less than 1% per year, over the five-year time frame.

No other well-known source expects the annual 10% inflation rate over the next few years that MS assumes in its EBI projection. For example, in the 1980–84 period (the latest year such data are available), the Reagan Administration projects inflation to average 7.0%, the Congressional Budget Office (CBO) 7.6%, compared to MS's 10.0% rate. While all administrations stress minimum inflation rates for political reasons, the CBO has a reputation for independent thinking that has at times infuriated both political parties.

Significantly, the two leading econometrics firms, with no political axe to grind, are also advising clients to expect lower inflation rates in the short term. Both Data Resources, Inc., the number one firm in terms of clients, and Evans Economics, the number two firm, anticipate an average 8.6% inflation rate between 1980 and 1983 compared to MS's 10.1% rate for the same period.

The accompanying table shows how different expected inflation rates will impact the outlook for EBI per average household.

How inflation expectations . . .

	Anticipated Inflation Rates			
Year	Market Statistics	Reagan Administration	Congressional Budget Office	Econometrics Firms
1981	+10.6%	+ 9.9%	+10.1%	+10.1%
1982	+ 9.9	+ 7.0	+ 7.2	+ 7.9
1983	+ 9.9	+ 5.7	+ 7.0	+ 7.7
1984	+10.0	+ 5.2	+ 6.2	N.A.
1985	+ 9.8	N.A.	N.A.	N.A.

. . . impact household EBI prospects

	Effective Buying Income Per Household			
1981	$24,499	$24,344	$24,388	$24,388
1982	26,924	26,048	26,144	26,306
1983	29,589	27,533	27,974	28,332
1984	32,548	28,965	29,708	N.A.
1985	35,738	N.A.	N.A.	N.A.

N.A. Not available; projections not extended that far out.
Note: The 1980 EBI per household of $22,151 was used as the base for all calculations.
Sources: S&MM calculations; *Sales & Marketing Management's 1981 Survey of Buying Power—Part II*; Executive Office of The President, *Mid-Session Review of the 1982 Budget*; Congressional Budget Office, *The Economic and Budget Outlook: An Update*; Data Resources, Inc., Evans Economics.

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How the Survey's data give the winning edge to marketing planning

Following is a brief description of each of the Survey's statistical sections and how each will help the marketer make more informed decisions in formulating sales strategies:

Section B: Merchandise Line Sales

Merchandise line sales estimates pertain to the dollars consumers spend on specific product categories, such as groceries and other foods, drugs and other health aids, that are bought from a variety of sources. Retail store sales, on the other hand, refer to the total volume of business of a particular type of retailer, such as food stores or drug stores, and cover the wide assortment of products stocked by the store type.

The distinction is an important one for marketers because in today's environment of scrambled merchandising, with each retailer type penetrating into nontraditional product areas, a particular store type will have less correlation to the product category associated with it. Food stores sell a lot more than groceries.

Because they are based on a single product category, merchandise line sales estimates (starting on page 45) provide a more accurate fix of a product's market potential. Food store sales in 1980, as reported in the *1981 Survey of Buying Power* (S&MM, July 27), totalled $219.4 billion, while purchases of groceries and other foods, the merchandise line category, came to $217.9 billion, according to the *Survey of Buying Power—Part II*.

The dollar spread between a merchandise line category and the store type associated with it may not seem significant at the national level, but the difference can be critical, even misleading, at the local-market level. The more precise the information that the marketer relies on for estimating his product's market potential, the more reliable will be his calculation of his own sales potential, and the more equitable will be the quotas he assigns to his sales personnel.

For example, the spread between food store sales and grocery product purchases is 15% in Houston and 13% in the Los Angeles–Long Beach market. Thus a marketer of a food product could seriously overestimate his sales potential in those two markets if he relied on food store sales.

A marketer of women's clothing will gain sharper insights into his product's sales potential when he examines the data in Section B for nine metro areas he sells in. The markets, and their respective shares of general merchandise store sales, which usually account for two-thirds of women's apparel sales, and women's and girls' clothing sales would look like the preceding table.

Metro Market	% Women's Clothing	% General Merchandise
Dayton, OH	15%	17%
Orlando, FL	13	13
Worcester–Fitchburg–Leominster, MA	12	11
Akron, OH	11	11
Northeastern Pennsylvania, PA	11	9
Raleigh–Durham, NC	11	10
Flint, MI	11	14
Wichita, KS	9	9
Long Branch–Asbury Park, NJ	8	6

The marketer will learn that, based upon each market's share of aggregate women's clothing and general merchandise store sales, there are four markets that show particular promise. They are: Long Branch–Asbury Park, NJ; Worcester – Fitchburg – Leominster, MA; Northeastern Pennsylvania, PA; and Raleigh-Durham, NC. That's because each market's share of total women's clothing sales is greater than the counterpart general merchandise store sales. This gives him a better perspective on where to concentrate his selling efforts.

Section C: Metro Projections

Manage change before it manages you. How often has the harried sales executive been the butt of this homely advice. Trite it may sound, but, unfortunately, too many sales chiefs are still so preoccupied with making short-term gains that they shortchange the equally critical function of long-term planning. S&MM's five-year metropolitan market projections (starting on page 59) take most of the mystery out of what will happen to local markets in the years ahead, thus giving the sales executive a foundation on which to build his future plans.

There are many ways in which metro area projections enhance the marketer's planning. Focussing on the markets with the biggest percent change for 1980–85, he can ascertain whether he is positioned in the fastest-growing markets, markets that, down the road, will require additional sales personnel due to their larger size. Turning to markets that will grow less than the 5.5% anticipated for the U.S., he can make sure he is not overspending in markets that will comprise a dwindling share of U.S. potential in the future.

Like the ocean's waves, markets rise and fall in response to tidal currents, and the opportunistic marketer must be poised to exploit the turning point of a metropolis's fortunes. For example, if he analyzes the projections for the 10 biggest metro markets, he will learn that Houston and Dallas–Fort Worth will continue their rapid growth, posting gains of 17.1% and 10.5%, respectively.

Metro Market	*1985 Population (Thous.)*	*% Change 1980–85*
New York	8,804.3	− 3.0%
Los Angeles–Long Beach	7,653.8	+ 1.9
Chicago	7,209.2	+ 1.3
Philadelphia	4,662.1	− 1.0
Detroit	4,324.8	− 0.5
Boston	3,639.3	− 0.5
Houston	3,487.5	+17.1
Dallas–Fort Worth	3,340.5	+10.5
San Francisco–Oakland	3,326.9	+ 1.8
Washington, DC	3,141.1	+ 2.3

He will also note that 4 of the big 10 markets are likely to lose population: New York City, −3.0%; Philadelphia, −1.0%; and Detroit and Boston, each −0.5%. As a result, he now has better insights on where he will have to redeploy field sales forces in the future, concentrating on those markets where additional personnel can exploit a rising sales potential.

Household income level is a closely watched sales indicator because, by adding another dimension to population, it underscores a market's potential buying power. The better off the average household is, the more discretionary income is available in the market for nonessential purchases.

The *Survey* shows for each market Average Effective Buying Income Per Household for the years 1980 and 1985. By calculating the percent change between the two figures, the marketer will learn which markets will enjoy the fastest growth in relative affluence. He can then take that factor into consideration when comparing the relative appeal of different markets.

Similar exercises with retail sales, the third basic dynamic included in S&MM's metro projections, will clue the marketer as to those local markets that will figure importantly in his future sales strategy.

Section D: Newspaper Markets

Once the marketer deploys his sales personnel among targeted metropolitan markets, he turns to the question of allocating advertising support. This year, national advertisers will invest an estimated $2.8 billion in

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newspaper advertising to back up their sales personnel. While cost-per-thousand and audience demographics are the principal determinants in how this outlay is spent, S&MM's *Survey of Newspaper Markets* (page 93) gives the marketer an alternative tool for using his newspaper budget most effectively.

Media are commonly bought in clusters of top 25 or top 50 markets. However, the traditional technique of ranking markets by population or households can conceal sales-building opportunities that a canny marketer can exploit. A marketer who anchors his sales strategy on working closely with a particular category of retail store may find a market's retail store sales rank a more helpful indicator than population.

For example, Fort Lauderdale–Hollywood, FL, ranks 44th in population but a much stronger 29th in furniture–home furnishings–appliance store sales. Conversely, Albany-Schenectady-Troy, NY, is 51st in population but a poorer 60th in furniture–home furnishings–appliance store sales.

Working with the basic statistics in the newspaper markets section will turn up insights on how the newspaper budget should be spent. Average Effective Buying Income (EBI) per household (calculated by dividing total EBI by total households) is a helpful clue to the relative appeal of markets of different sizes or even of similar sizes.

Here is how five markets of dramatically different sizes compare as to average household EBI:

Newspaper Market	Total Hshlds. (Thous.)	Average EBI Per Hshld.
Chicago	2,562.3	$26,913
Miami	1,095.7	21,737
Denver–Boulder	802.5	23,361
Cincinnati	596.2	22,533
Des Moines	487.2	21,971

Obviously, Chicago is the prime sales target. It is five times bigger than the smallest market, and its average household has almost an extra $5,000 of buying power. Interestingly enough, because the other four markets cluster close together in household affluence, Miami, despite having the lowest income level in the group, would get serious consideration because of the greater number of consumers it offers.

Section E: TV Markets

Most consumer-goods marketers these days spend big bucks on TV to support their sales forces. An estimated $9.2 billion will be spent on TV this year, with 60% of the outlay in network and 40% in spots. S&MM's *Survey of TV Markets* (page 155) helps the marketer

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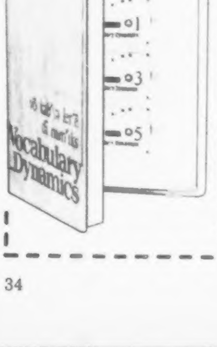

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pick the local markets where spot TV investments can produce the best returns. While audience demographics, program ratings, and cost-per-thousand figure prominently in the formulation of TV budgets, the *Survey*'s basic data on population, Effective Buying Income, and retail sales gives the sophisticated marketer an extra edge in allocating TV dollars among relevant markets.

Retail sales data, for example, can figure critically in the allocation of co-op advertising, an increasingly important part of TV spot budgets. A marketer who relies on supermarket distribution will find food store sales a better indicator than population of where to place co-op dollars because they suggest the level of consumer spending in his key distribution channel. A market's share of population can differ markedly from its share of food store sales, as seen by the TV markets of roughly comparable size.

TV Market	*% Of U.S. Pop.*	*% Of Food Store Sales*
Washington, DC	1.8%	1.9%
Cleveland, OH	1.7	1.8
Dallas–Fort Worth, TX	1.6	1.5
Pittsburgh, PA	1.5	1.4
Houston, TX	1.5	1.8
Minneapolis–St. Paul, MN	1.3	1.1
St. Louis, MO	1.3	1.2

Armed with this additional insight into the comparative appeal of the markets under consideration, the marketer can allocate his TV dollars according to the relative strength of local supermarkets. Dividing a market's share of food store sales by its share of population gives him an index that can be used to weight his TV spending.

Because studies by A.C. Nielsen and Arbitron show that blacks spend proportionately more time in front of the TV set than the average viewer, the *Survey* includes details on this important population segment. An outstanding trait of the black population is its high degree of geographic concentration, meaning that fewer markets can be used to reach a larger proportion of the targeted audience. The 10 TV markets with the largest number of blacks contain 38% of that minority group but only 27% of the total population.

The data also enable the marketer to compute the share of a TV market's population that is black, a factor which may influence the content of his advertising message. For example, blacks comprise more than a third of Memphis's population (37%), almost one fourth of Baltimore's (24%), and more than a fifth of Washington's (23%).

These are but a few of the ways that the *Survey of Buying Power—Part II* can be used to sharpen the marketer's analysis of local markets and improve his selection of sales targets. Ingenuity, and a determination to make informed decisions based upon factual variables, will suggest a host of others. S&MM

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A. Total no. copies printed	51,553	54,200
B. Paid circulation		
1. Sales through dealers and carriers, street vendors, and counter sales	342	0
2. Mail subscriptions	46,387	46,182
C. Total paid circulation	46,729	46,182
D. Free distribution (including samples) by mail, carrier, or other means	2,765	1,835
E. Total distribution (sum of C and D)	49,494	48,017
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	2,059	6,183
2. Return from news agents	0	0
G. Total (sum of E, F1, and F2—should equal net press run shown in A)	51,533	54,200

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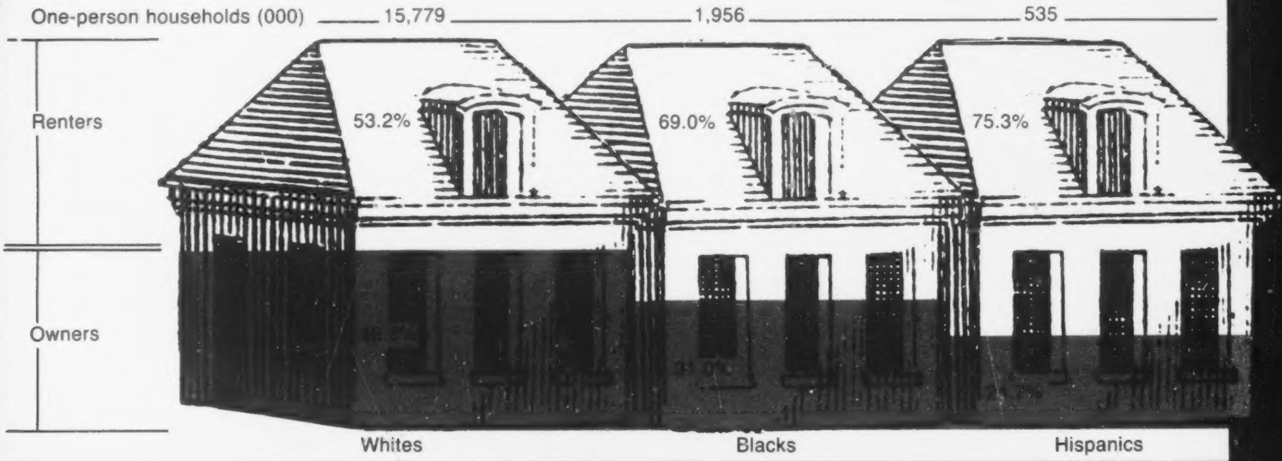
S&MM MARKETGRAPH

Live-alones: Fastest-growing consumer unit

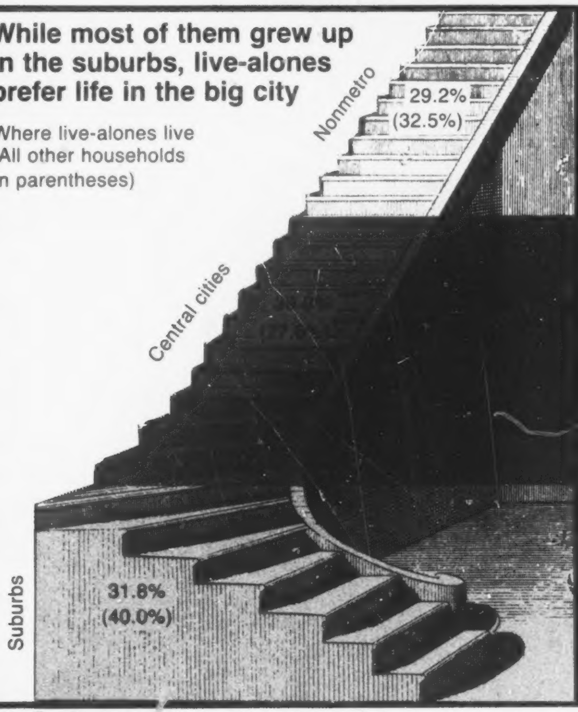
Indicative of changing social values that thrive in affluent times, one-person households increased 65% in the 1970s, more than two and a half times faster than total households. In sharp contrast, married couples eked out a small 8% gain. As a result, live-alones now account for 23% of all households, vs. only 17% in 1970, while married couples slipped from 71% to 61% in the same period. Although no details on this important market have yet emerged from the 1980 Census, the annual *Survey of Housing* turns up revealing pointers. Live-alones have a distinctive residence pattern, more of them living in central cities than anywhere else. This probably reflects the fact that two of every five are over 65. The age pattern skews their income profile towards the under-$10,000 group. However, among the younger live-alones, an important middle class has evolved. Most significantly, their buying power is potent because all of their income is spent on only one person.

A surprising portion of live-alones own their own homes



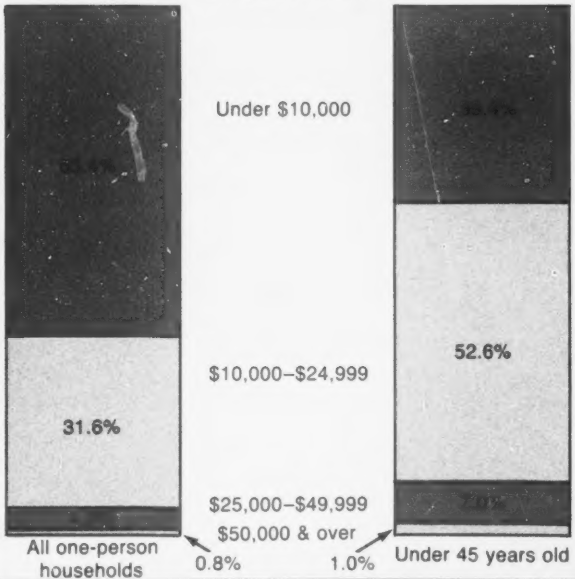
While most of them grew up in the suburbs, live-alones prefer life in the big city

Where live-alones live
(All other households
in parentheses)



Younger live-alones are moving up the income scale

Income breakdown of one-person households



Note: Details may not add to 100 due to rounding.
Sources: S&MM calculations; Census Bureau; and U.S. Dept. of Housing and Urban Development, *Annual Housing Survey: Part C, Financial Characteristics of the Housing Inventory, Series H-150-79.*
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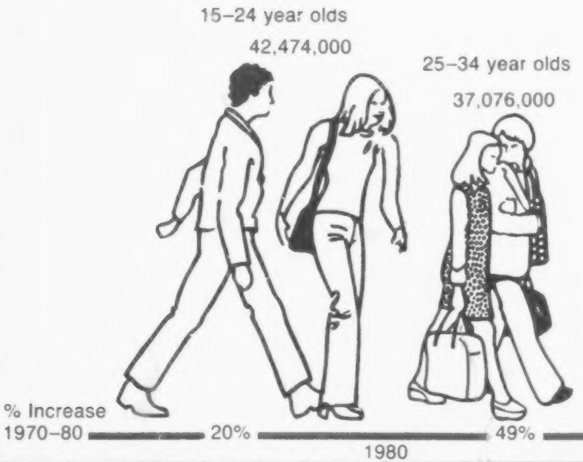
S&MM MARKETGRAPH

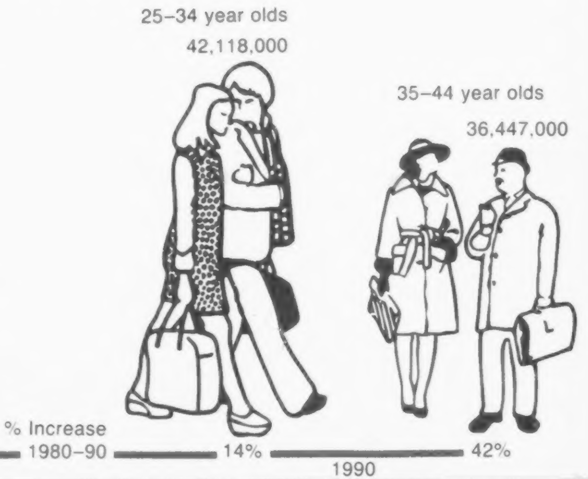
Baby boomers: A bountiful bulge

There's never been a market like it, the postwar baby-boom generation. As Landon Y. Jones notes in his *Great Expectations: America and the Baby Boom Generation* (Coward, McCann & Geoghegan, New York): "The baby boom began in 1946 when returning GIs made up for lost time and pregnancy was suddenly patriotic. As the baby boomers grew older, it became evident that this generation, in its lifetime, would always be dominant, compelling attention through the magnetic pull of its numbers and its vast buying power. What mattered to advertisers was not population growth as a whole, but the subtle changes occurring within the baby-boom generation and all that these changes implied for household size, lifestyles, and consumption patterns." In 1980, baby boomers totalled 79.5 million, or more than one of every three consumers. They will be the fastest-growing market in the 1980s as they move into older age groups. The ramifications of their new social values will extend beyond the 1980s.

Today's baby boomers . . .



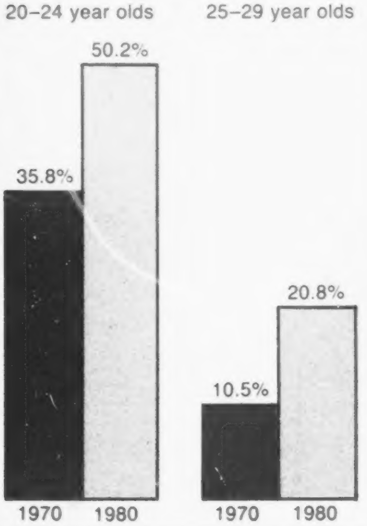
. . . and tomorrow's



Baby boom's legacies

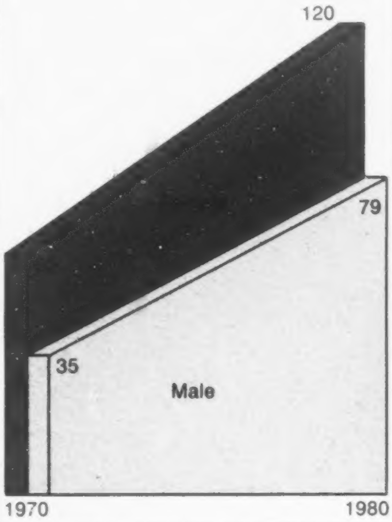
Later to wed . . .

% women never married



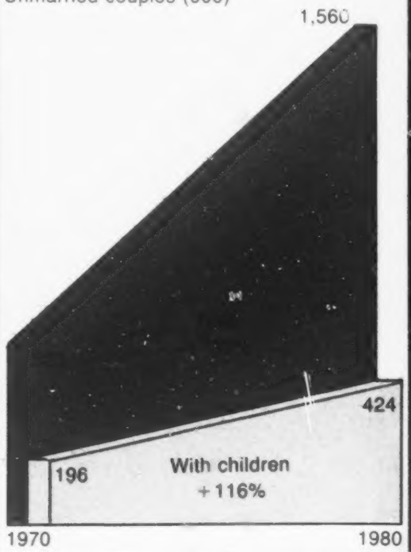
. . . quicker to split . . .

Divorces per 1,000 married persons



. . . and casual togetherness

Unmarried couples (000)



Sources: S&MM calculations; Census Bureau, *Population Profile of the U.S.: 1980*, Series P-20, No. 363; Landon Y. Jones, *Great Expectations: America and the Baby Boom Generation*; Carol Brock Kenney, Shearson/American Express; Population Reference Bureau, *America's Baby Boom Generation: The Fateful Bulge*.

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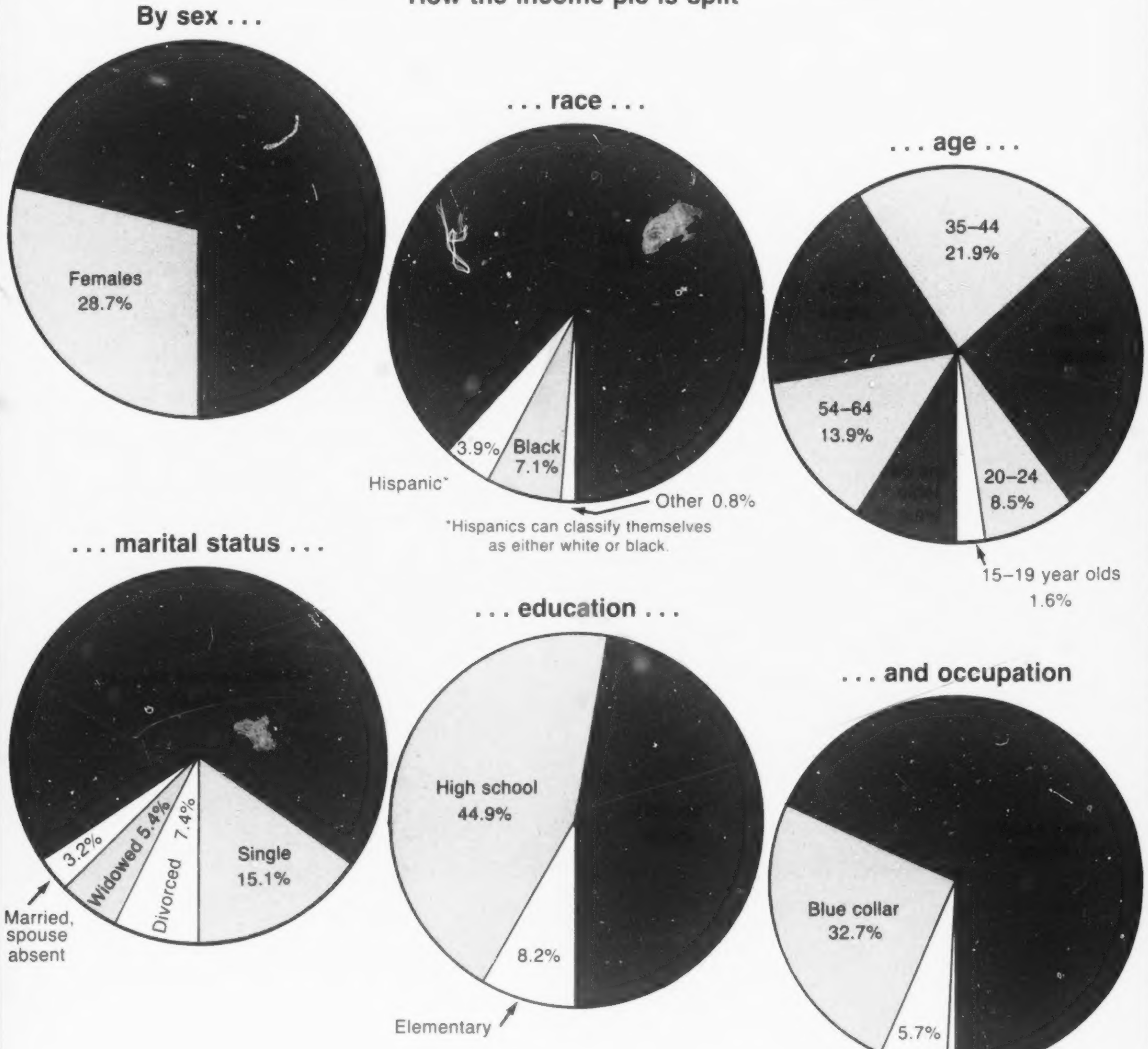
S&MM MARKETGRAPH

Buying power: Who has it?

Whatever money may be the root of, it's still by far the most widely used lodestar for setting sales strategies, because "If you don't have it, you can't buy it." The Census Bureau's annual report on consumer income gives marketers the most detailed profile available on how buying power is distributed among different market segments. Unfortunately, the bureau devotes a disproportionate one-third of the report's tables to low-income groups, a hangover from Great Society days. Perhaps in line with the Administration's different concerns, the bureau will skew future reports to the upper-income strata that marketers favor. Still, time spent with the latest report, covering incomes in 1980, will remind marketers that population numbers alone do not make a market. More women than men earned an income last year, for example, but males still account for almost three-fourths of buying power. Those exposed to college make up a third of adults 25 years and older but earn almost half of all income.

How the income pie is split



*Hispanics can classify themselves as either white or black.

Note: Details may not add to 100% due to rounding.

Sources: S&MM calculations; Census Bureau, *Money Income and Poverty Status of Families and Persons in the U.S.: 1980*, Series P-60, No. 127.

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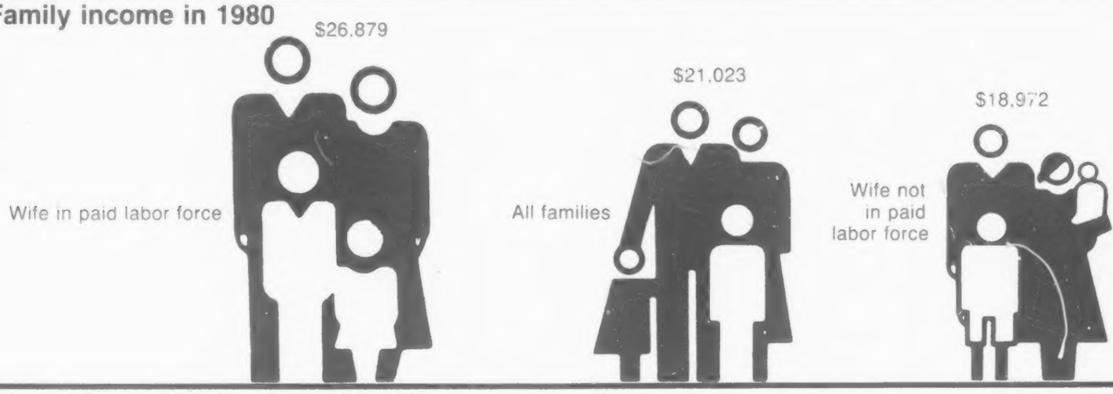
S&MM MARKETGRAPH

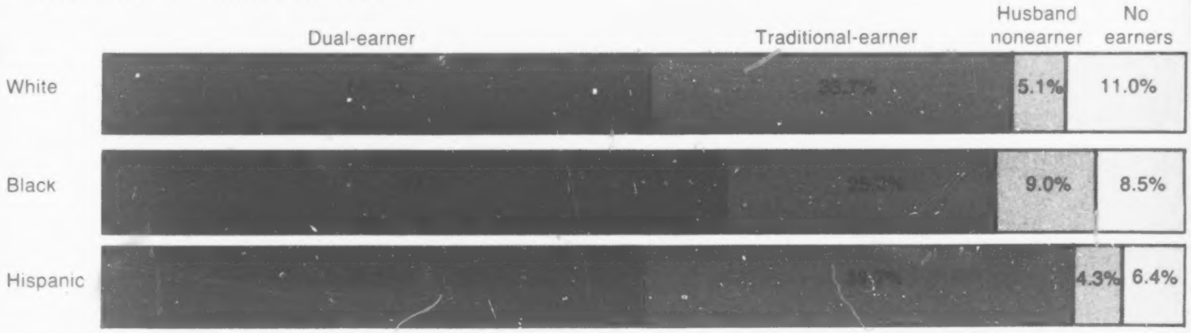
Dual-earner families: Doubling marketers' pleasure

Inflation and changed social values that pushed the wife out of the kitchen have given marketers a glittering sales target: the dual-earner family with a working housewife. In 1980, the median income of the family with a wife in the paid labor force reached $26,879, a sizable 28% over the all-family norm. Compared to families whose wives stayed home, the income bulge was a bigger 42%. Income is not the only trait that differentiates dual-earner types from traditional families, where only the husband works. Howard Hayghe, economist in the Bureau of Labor Statistics' Office of Current Employment Analysis, notes that dual-earner families have considerably younger husbands and wives, are less likely to have pre-school children, and are generally more educated. With both spouses working, time becomes a precious commodity. "Dual-earner families," Hayghe says, "tend to purchase more convenience items and services that reduce the time the wife must devote to food preparation, laundry, and child care." They also live for today, as evidenced by the fact "they tend to save less."

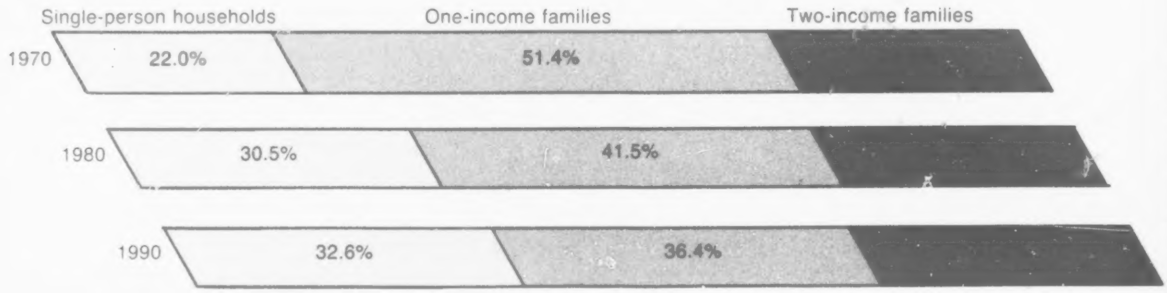
Family income in 1980



Earner mix of families in 1978



% of total households



Sources: S&MM calculations, Bureau of Labor Statistics, *Monthly Laborer Review*; Census Bureau, *Money Income and Poverty Status of Families and Persons in the U.S.: 1980*, Series P-60, No. 127; Sandra Shaber, Chase Econometrics, *Household Income: Trends of the Seventies and Prospects for the Eighties*.

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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Merchandise Line Sales

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1980													
	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	112,765	110,367	7,143	2,365	23,028	14,013	14,491	6,806	7,193	4,539	8,112	2,992	8,373	7,398
BIRMINGHAM	766,661	742,544	62,765	22,786	225,443	136,814	123,896	49,470	61,337	40,776	52,255	17,890	94,321	77,747
FLORENCE	125,180	117,651	9,282	1,914	28,861	14,483	21,788	9,714	8,426	4,661	9,423	2,456	11,229	10,142
GADSDEN	82,520	81,223	5,300	2,189	25,243	15,381	16,688	7,204	8,478	6,004	7,718	1,033	10,162	8,519
HUNTSVILLE	245,142	236,686	18,043	5,443	63,135	35,370	41,499	17,186	17,498	11,318	17,652	5,084	25,304	19,762
MOBILE	353,628	344,463	32,189	11,773	94,978	36,185	57,460	31,896	28,586	15,129	27,161	8,304	41,243	30,008
MONTGOMERY	203,579	193,533	19,080	7,031	65,513	30,079	41,665	21,396	20,884	12,238	14,129	3,505	27,947	22,242
TUSCALOOSA	98,575	96,124	9,021	2,772	28,477	13,187	17,591	9,040	8,265	5,062	7,261	2,481	12,728	10,345
NONMETRO PORTION OF STATE	1,147,037	1,098,133	71,194	29,285	159,218	91,495	108,381	25,367	51,591	33,484	70,792	27,013	84,509	75,472
TOTAL STATE	3,164,825	3,049,622	236,096	86,496	717,887	388,801	445,963	179,680	213,438	133,832	215,514	70,917	317,046	262,347
ALASKA														
ANCHORAGE	241,548	234,647	34,242	12,071	52,254	25,068	35,653	17,418	17,833	10,212	15,166	4,778	23,071	12,312
NONMETRO PORTION OF STATE	264,524	243,641	25,004	6,200	36,699	15,148	29,504	4,080	13,085	6,508	11,192	3,028	10,916	8,498
TOTAL STATE	506,072	478,288	59,246	18,271	88,953	40,216	65,157	21,498	30,918	16,720	26,358	7,806	33,987	20,810
ARIZONA														
PHOENIX	1,182,068	1,121,336	119,179	29,368	340,661	118,409	179,144	95,048	90,999	51,777	87,060	38,207	207,210	175,254
TUCSON	392,105	365,718	47,890	13,439	99,045	36,430	55,173	32,479	31,827	17,694	28,141	13,288	56,758	42,547
NONMETRO PORTION OF STATE	506,713	471,368	31,894	11,405	65,360	36,022	49,316	13,465	22,127	15,373	29,327	14,597	28,883	21,846
TOTAL STATE	2,080,886	1,958,422	198,963	54,212	505,066	190,861	283,633	140,992	144,953	84,844	144,528	66,092	292,851	239,647
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	136,582	133,821	16,626	2,825	34,424	15,955	21,375	10,111	14,812	6,461	13,619	2,442	16,213	11,304
FORT SMITH	179,021	173,699	15,263	4,311	39,993	19,978	25,860	11,390	16,737	10,953	14,295	4,525	15,468	11,591
LITTLE ROCK - NORTH LITTLE ROCK	302,226	291,103	30,494	8,774	99,413	44,326	61,347	34,214	31,203	18,396	27,130	7,231	39,028	26,839
PINE BLUFF	70,057	68,283	5,540	2,422	15,802	5,667	12,254	6,078	4,759	2,063	6,238	2,002	6,110	5,269
TEXARKANA	118,558	115,193	9,769	1,876	21,625	11,511	16,563	8,141	8,823	5,714	7,299	1,288	9,203	7,224
NONMETRO PORTION OF STATE	1,058,441	1,016,621	82,936	19,986	176,421	102,402	104,421	24,675	56,613	33,979	79,134	27,337	103,800	85,840
TOTAL STATE	1,788,720	1,724,917	154,567	39,298	374,212	194,142	230,384	86,738	127,177	74,180	141,613	43,634	182,773	142,655

(continued on page 48)

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE **S&MM METRO AREA**	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
	1	2	3	2	4	2	5	2	6	2	7	2	8	2

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1977 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girl's clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

5 Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks, men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**11,026,674**	**10,722,024**	**871,262**	**378,290**	**2,970,502**	**1,491,366**	**1,793,791**	**779,205**	**925,817**	**504,683**	**687,119**	**271,261**	**1,120,008**	**856,020**
Connecticut	2,678,699	2,613,544	174,739	74,986	708,934	358,510	413,440	179,917	172,570	114,911	146,199	82,593	241,268	194,812
Maine	952,513	918,718	54,584	22,656	181,326	78,878	161,786	48,820	56,646	32,994	49,935	23,052	171,570	160,543
Massachusetts	5,361,361	5,232,089	510,911	222,143	1,632,698	826,537	936,602	431,178	567,361	279,955	375,669	110,044	551,313	375,866
New Hampshire	911,727	888,364	61,846	25,439	187,157	88,446	123,660	50,676	58,038	31,996	55,189	24,696	74,135	56,842
Rhode Island	742,723	709,916	44,985	25,138	180,710	93,634	106,323	51,708	44,589	28,196	36,453	20,515	54,837	45,949
Vermont	379,651	359,393	24,197	7,928	79,677	45,361	51,980	16,906	26,613	16,631	23,674	10,361	26,885	22,008
MIDDLE ATLANTIC	**33,335,039**	**32,140,126**	**2,224,514**	**830,653**	**8,483,456**	**3,951,484**	**5,024,902**	**2,275,934**	**2,431,757**	**1,633,069**	**1,687,485**	**872,102**	**3,067,986**	**2,380,663**
New Jersey	7,269,645	7,008,179	488,410	142,210	1,771,385	869,161	1,051,287	479,451	482,060	343,228	355,573	184,083	717,822	556,562
New York	16,025,564	15,496,834	1,106,115	451,389	4,192,115	1,998,470	2,434,201	1,078,582	1,226,384	861,918	721,615	365,943	1,405,316	1,106,919
Pennsylvania	10,039,830	9,635,113	629,989	237,054	2,519,956	1,083,853	1,539,414	717,901	723,313	427,923	610,297	322,076	944,848	717,182
EAST NORTH CENTRAL	**34,159,790**	**32,222,252**	**2,908,112**	**1,195,629**	**8,430,707**	**3,500,814**	**5,515,482**	**2,993,583**	**2,379,415**	**1,344,095**	**2,253,057**	**1,012,006**	**3,452,808**	**2,558,073**
Illinois	9,217,604	8,775,446	818,474	292,849	2,690,375	1,188,470	1,612,764	765,843	741,413	435,061	623,337	256,478	1,058,460	774,498
Indiana	4,051,455	3,906,366	305,280	97,717	1,025,403	370,856	621,156	356,642	269,544	146,939	278,955	108,511	385,070	283,510
Michigan	7,543,467	6,860,749	778,834	388,523	1,918,100	941,251	1,411,030	745,343	562,166	343,591	532,027	264,082	796,400	602,338
Ohio	9,451,991	9,113,695	709,351	306,633	2,064,051	702,024	1,360,944	849,443	587,028	300,376	560,733	267,278	873,006	634,327
Wisconsin	3,895,273	3,565,996	296,173	109,907	732,778	298,213	509,588	276,312	219,264	118,128	258,005	115,657	339,872	263,400
WEST NORTH CENTRAL	**13,509,983**	**12,742,746**	**1,073,444**	**302,106**	**3,300,442**	**1,419,758**	**2,206,797**	**987,636**	**948,602**	**550,165**	**1,033,607**	**402,362**	**1,368,528**	**979,456**
Iowa	2,302,044	2,216,034	173,765	57,479	520,595	207,713	378,126	175,688	149,251	88,375	193,865	80,382	233,424	177,281
Kansas	1,819,090	1,732,846	151,773	32,793	443,062	216,112	305,312	127,180	134,600	82,859	163,696	68,798	209,654	156,704
Minnesota	3,184,060	2,890,513	256,482	86,013	883,339	342,875	554,523	249,898	220,998	118,839	220,150	72,456	338,227	212,590
Missouri	3,987,687	3,806,206	326,304	73,025	928,110	391,773	584,055	291,944	282,023	160,064	278,108	108,141	354,944	248,004
Nebraska	1,259,749	1,181,214	91,469	23,201	279,473	117,982	194,108	83,195	83,810	50,708	96,204	42,458	135,731	111,207
North Dakota	446,904	431,077	36,800	14,494	138,089	81,674	106,082	32,749	40,221	26,350	40,991	15,887	52,031	39,741
South Dakota	510,449	484,856	36,851	15,101	107,774	61,629	84,591	26,982	37,699	22,970	40,593	14,240	44,517	33,929
SOUTH ATLANTIC	**32,895,262**	**31,665,614**	**2,877,566**	**1,207,615**	**7,302,672**	**3,237,135**	**4,408,341**	**2,196,977**	**2,191,554**	**1,255,620**	**2,045,605**	**808,898**	**3,485,952**	**2,737,759**
Delaware	599,334	581,867	42,006	22,926	145,379	62,584	86,112	49,270	37,652	21,049	36,022	16,491	62,022	48,598
District of Columbia	432,248	408,455	60,663	48,929	126,148	83,401	72,115	19,250	41,747	33,939	19,862	9,990	59,382	49,928
Florida	9,475,365	9,160,449	783,239	248,044	2,133,928	1,011,774	1,244,016	673,467	598,577	367,343	609,946	260,017	1,157,168	894,768
Georgia	4,454,795	4,272,458	469,961	175,924	1,049,052	435,936	648,349	313,796	310,443	170,593	268,767	84,096	428,078	329,423
Maryland	4,462,706	4,297,146	327,721	206,623	979,589	390,512	580,894	305,394	269,759	168,786	218,036	85,059	418,008	298,275
North Carolina	4,340,121	4,149,628	369,795	129,860	947,919	435,234	588,224	271,309	297,074	168,607	316,574	134,159	498,748	427,353
South Carolina	2,472,571	2,396,473	262,880	107,012	506,866	260,318	338,459	144,482	163,494	92,505	158,289	59,674	231,880	200,276
Virginia	4,970,222	4,766,558	437,096	228,465	1,098,960	437,124	634,309	311,944	366,438	179,226	290,814	105,638	480,400	373,735
West Virginia	1,687,900	1,632,580	124,205	39,832	314,831	120,252	215,863	108,065	106,370	53,572	127,295	53,774	150,266	115,403
EAST SOUTH CENTRAL	**12,270,735**	**11,891,541**	**922,321**	**291,935**	**2,596,778**	**1,214,658**	**1,634,875**	**735,785**	**771,283**	**433,525**	**840,135**	**327,482**	**1,142,386**	**926,072**
Alabama	3,164,825	3,049,622	236,096	86,496	717,887	388,801	445,963	179,680	213,438	133,832	215,514	70,917	317,046	262,347
Kentucky	3,316,649	3,217,337	250,774	86,292	644,892	273,939	413,051	188,747	190,204	105,606	227,136	112,226	289,688	235,417
Mississippi	2,084,046	2,030,457	135,489	42,414	409,836	201,183	239,021	92,231	120,412	66,732	132,717	43,440	162,409	131,015
Tennessee	3,705,215	3,594,125	279,962	76,733	824,163	350,735	536,840	275,127	247,229	127,355	264,768	100,899	373,243	297,293
WEST SOUTH CENTRAL	**20,094,147**	**19,126,500**	**1,818,082**	**453,095**	**5,195,434**	**2,601,492**	**3,166,157**	**1,325,757**	**1,625,802**	**989,975**	**1,590,084**	**578,641**	**2,334,020**	**1,807,623**
Arkansas	1,788,720	1,724,917	154,567	39,298	374,212	194,142	230,384	86,738	127,177	74,180	141,613	43,634	182,773	142,655
Louisiana	3,223,768	3,095,607	271,371	64,296	804,020	387,475	500,776	222,339	244,970	145,555	258,728	103,985	385,411	310,810
Oklahoma	2,583,090	2,462,764	227,421	46,833	606,662	355,718	372,160	114,293	201,724	129,681	190,977	70,600	296,912	243,693
Texas	12,498,569	11,843,212	1,164,723	302,668	3,410,540	1,664,157	2,062,837	902,387	1,051,931	640,559	998,766	360,422	1,468,924	1,110,465
MOUNTAIN	**9,245,899**	**8,793,584**	**715,042**	**228,263**	**2,185,552**	**1,061,497**	**1,515,529**	**635,042**	**716,104**	**439,006**	**732,119**	**355,576**	**1,177,341**	**946,306**
Arizona	2,080,886	1,958,422	198,963	54,212	505,066	190,861	283,633	140,992	144,953	84,844	144,528	66,092	292,851	239,647
Colorado	2,611,560	2,527,753	154,058	45,198	587,243	313,140	427,303	180,281	202,404	126,881	194,790	96,551	325,665	253,665
Idaho	755,751	726,919	51,907	15,185	155,942	87,874	120,090	38,859	50,465	31,984	69,968	42,006	77,996	65,981
Montana	639,359	614,187	41,967	19,286	145,262	79,151	116,388	35,516	49,973	32,906	58,379	31,254	70,839	57,582
Nevada	645,733	606,153	92,711	45,243	209,314	94,500	136,639	64,683	61,687	35,756	66,118	20,848	106,801	80,043
New Mexico	1,077,652	1,009,119	76,306	23,296	231,720	127,205	165,047	63,795	85,806	56,544	75,983	32,880	114,624	93,304
Utah	957,876	904,176	71,190	15,409	263,536	111,811	191,324	98,321	90,431	47,453	91,041	50,377	148,889	123,145
Wyoming	477,082	446,855	27,940	10,434	87,469	56,955	75,105	12,595	30,385	22,638	31,312	15,568	39,676	32,939
PACIFIC	**30,514,649**	**27,955,815**	**2,402,761**	**795,964**	**7,146,174**	**3,153,502**	**4,390,227**	**2,095,850**	**2,129,574**	**1,295,311**	**1,904,001**	**740,596**	**3,208,099**	**2,314,115**
Alaska	506,072	478,288	59,246	18,271	88,953	40,216	65,157	21,498	30,918	16,720	26,358	7,806	33,987	20,810
California	22,771,835	20,870,907	1,767,623	545,929	5,257,562	2,272,417	3,161,910	1,534,123	1,542,395	954,256	1,370,787	507,558	2,463,000	1,783,316
Hawaii	866,369	743,957	103,302	40,051	321,109	156,151	193,385	78,896	88,981	43,301	45,294	13,494	67,049	36,425
Oregon	2,481,363	2,177,052	196,212	71,707	594,240	261,718	389,485	184,048	194,396	114,115	209,929	105,689	267,457	200,976
Washington	3,889,010	3,685,611	276,378	120,006	884,310	423,000	580,290	277,285	272,884	166,919	251,633	106,049	376,606	272,588
TOTAL UNITED STATES	**197,052,178**	**187,260,202**	**15,813,104**	**5,683,550**	**47,611,717**	**21,631,706**	**29,656,101**	**14,025,769**	**14,119,908**	**8,445,449**	**12,773,212**	**5,368,924**	**20,357,128**	**15,506,087**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE **S&MM METRO AREA**	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA GARDEN GROVE	1,898,495	1,701,877	173,072	34,564	514,068	208,137	287,678	155,654	139,081	81,949	134,206	43,419	282,389	212,670
BAKERSFIELD	432,058	397,368	23,551	8,766	65,374	26,595	44,098	20,643	21,516	13,997	24,179	9,555	36,925	30,186
CHICO	151,865	144,435	7,720	3,610	20,974	10,732	14,678	6,170	7,187	4,595	10,287	4,441	9,804	6,694
FRESNO	534,189	476,130	35,150	15,757	93,306	41,317	66,517	33,293	30,982	17,968	28,786	7,763	52,691	39,063
LOS ANGELES - LONG BEACH	6,951,290	6,270,728	597,500	145,447	1,810,165	833,150	1,033,571	436,002	524,902	337,780	424,572	175,009	759,077	549,615
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*10,677,287*	*9,643,251*	*923,835*	*223,804*	*2,673,006*	*1,177,895*	*1,568,305*	*725,101*	*774,013*	*482,770*	*672,445*	*251,721*	*1,216,797*	*881,419*
MODESTO	242,134	225,019	19,629	6,441	55,353	22,081	40,286	25,884	18,088	10,236	20,560	6,496	30,294	22,715
OXNARD - SIMI VALLEY - VENTURA	514,424	479,538	34,158	10,241	82,313	34,096	59,297	31,795	27,458	16,704	27,831	8,037	46,480	33,493
REDDING	138,470	131,696	10,073	5,954	22,329	11,557	15,663	6,947	7,802	4,948	9,716	3,256	9,848	6,407
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,313,078	1,191,108	119,105	33,552	266,460	102,512	187,759	101,650	82,572	46,337	85,836	25,256	128,851	85,641
SACRAMENTO	1,039,195	974,946	75,584	24,904	214,596	84,564	133,523	75,750	64,905	37,023	64,128	19,265	109,615	77,456
SALINAS - SEASIDE - MONTEREY	237,414	225,116	21,956	9,781	71,093	40,793	41,080	15,655	20,258	14,278	16,142	6,463	35,426	28,997
SAN DIEGO	1,693,560	1,461,389	137,705	30,777	395,712	170,606	235,237	126,420	111,956	67,732	116,498	43,512	222,887	167,356
SAN FRANCISCO - OAKLAND	3,352,553	3,153,325	242,084	99,814	876,556	351,432	511,474	246,832	249,006	153,030	161,863	60,226	366,310	252,452
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,261,700*	*4,955,953*	*371,750*	*144,775*	*1,318,829*	*510,980*	*776,851*	*407,322*	*371,772*	*224,162*	*281,559*	*111,859*	*585,860*	*416,315*
SAN JOSE	1,290,238	1,206,631	97,347	30,576	341,182	126,022	198,962	118,343	93,617	55,437	83,719	38,286	166,517	123,721
SANTA BARBARA - SANTA MARIA - LOMPOC	281,532	261,516	18,105	7,571	52,206	31,618	33,279	16,406	17,811	12,874	20,960	6,961	31,813	25,213
SANTA CRUZ	197,047	188,565	13,536	6,951	29,733	13,808	22,952	12,612	10,568	5,818	13,060	4,558	13,742	7,763
SANTA ROSA	331,543	318,403	17,901	7,687	59,227	17,839	36,435	23,612	15,779	8,395	17,619	5,759	28,922	22,178
STOCKTON	338,224	314,046	21,971	7,772	58,723	26,853	41,523	19,584	20,556	13,744	19,096	7,149	27,570	20,135
VALLEJO - FAIRFIELD - NAPA	287,366	277,594	14,418	6,698	41,864	15,687	29,980	18,535	13,370	7,300	18,365	7,588	24,111	17,964
VISALIA - TULARE - PORTERVILLE	228,937	217,739	12,841	5,441	41,425	19,018	29,714	15,607	13,796	8,142	16,808	4,264	16,359	9,709
YUBA CITY	95,915	91,224	7,900	5,442	13,452	7,847	9,298	3,384	4,851	3,359	5,324	1,893	5,871	4,039
NONMETRO PORTION OF STATE	1,222,308	1,162,514	66,317	38,183	131,451	76,153	88,906	23,345	46,334	32,610	51,239	18,402	57,498	39,849
TOTAL STATE	22,771,835	20,870,907	1,767,623	545,929	5,257,562	2,272,417	3,161,910	1,534,123	1,542,395	954,256	1,370,787	507,558	2,463,[illegible]00	1,783,316
COLORADO														
COLORADO SPRINGS	231,425	223,114	15,142	4,041	54,280	27,367	37,960	18,589	17,322	9,995	23,456	10,424	56,286	47,828
DENVER - BOULDER	1,524,785	1,472,928	93,189	24,747	387,487	199,245	269,009	125,259	134,579	86,718	108,501	55,355	198,071	150,165
FORT COLLINS	125,727	122,568	5,813	2,453	26,803	15,997	21,114	7,807	8,921	5,874	14,527	9,652	13,958	10,338
GREELEY	77,781	75,650	3,747	686	16,207	7,275	12,859	5,959	5,240	3,173	9,454	4,112	10,208	7,329
PUEBLO	108,608	106,796	5,834	1,028	21,480	10,297	18,729	10,060	8,446	5,111	7,448	2,873	11,333	9,021
NONMETRO PORTION OF STATE	543,234	526,697	30,333	12,243	80,986	52,959	67,632	12,607	27,896	16,010	31,404	14,135	35,809	28,984
TOTAL STATE	2,611,560	2,527,753	154,058	45,198	587,243	313,140	427,303	180,281	202,404	126,881	194,790	96,551	325,665	253,665
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	700,591	688,210	49,195	18,968	216,280	117,919	122,900	44,068	52,680	38,292	49,052	31,137	69,682	54,950
HARTFORD - NEW BRITAIN - BRISTOL	932,850	909,122	62,793	29,573	247,979	120,246	139,683	66,323	59,045	37,007	35,509	14,955	77,008	60,288
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	666,146	647,026	41,343	16,501	170,248	83,827	105,958	50,514	41,868	26,492	42,227	23,411	64,504	52,295
NEW LONDON - NORWICH	184,558	179,103	8,957	4,384	40,906	18,180	23,675	12,271	8,364	4,891	12,488	8,156	18,106	16,282
NONMETRO PORTION OF STATE	194,554	190,083	12,451	5,560	33,521	18,438	21,224	6,741	10,613	8,229	6,923	4,934	11,968	10,997
TOTAL STATE	2,678,699	2,613,544	174,739	74,986	708,934	[illegible]	413,140	179,917	172,570	114,911	146,199	82,593	241,268	194,812
DELAWARE														
WILMINGTON	463,769	449,537	36,006	18,635	117,818	50,454	65,756	39,328	29,521	16,720	29,836	15,826	54,549	43,964
NONMETRO PORTION OF STATE	228,531	222,443	10,464	6,217	34,657	15,347	24,053	11,327	10,082	5,395	9,651	2,836	15,757	12,377
TOTAL STATE	599,334	581,867	42,006	[illegible]	145,379	62,584	86,112	49,270	37,652	21,049	36,022	16,491	62,022	48,598
DISTRICT OF COLUMBIA														
WASHINGTON	3,210,683	3,033,953	396,595	294,835	876,626	372,652	479,249	241,211	235,742	151,639	149,179	54,551	357,325	255,527
TOTAL STATE	432,248	408,455	60,663	48,929	126,148	83,401	72,115	19,250	41,747	33,939	19,862	9,990	59,382	49,928
FLORIDA														
BRADENTON	152,801	149,471	12,566	3,717	30,878	12,045	19,893	11,004	9,705	5,409	13,065	7,182	12,107	7,110
DAYTONA BEACH	227,410	215,966	22,800	7,708	53,132	25,331	34,517	16,490	14,283	7,744	17,084	6,596	23,142	16,646
FORT LAUDERDALE - HOLLYWOOD	1,065,789	1,039,287	107,272	41,842	293,446	150,121	159,580	86,237	80,932	52,164	61,911	27,541	158,012	123,315
FORT MYERS - CAPE CORAL	239,473	233,612	15,275	3,441	46,270	20,895	24,802	15,411	10,339	5,797	21,939	13,736	39,266	30,484
FORT WALTON BEACH	83,729	80,889	6,530	1,357	20,009	9,639	13,889	8,565	5,661	2,753	8,735	3,196	10,511	8,491
GAINESVILLE	130,175	122,283	13,440	4,263	32,274	15,122	17,893	8,550	8,617	5,521	13,865	6,730	20,213	17,489
JACKSONVILLE	647,524	616,131	52,851	18,967	137,604	59,014	86,085	48,062	41,412	23,369	38,328	14,525	72,352	55,915

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S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
FL (cont.)														
LAKELAND - WINTER HAVEN	312,271	297,744	20,295	7,212	58,852	26,689	35,108	17,000	16,615	9,745	20,742	7,847	23,198	16,455
MELBOURNE - TITUSVILLE - COCOA	228,074	217,422	18,305	5,805	42,195	9,332	24,250	18,168	11,107	4,403	19,024	6,498	34,734	26,905
MIAMI	1,501,530	1,464,307	164,521	59,025	501,738	263,090	281,178	135,895	144,263	103,364	103,733	50,404	263,854	209,635
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,567,319*	*2,503,594*	*271,793*	*100,867*	*795,184*	*413,211*	*440,758*	*222,132*	*225,195*	*155,528*	*165,644*	*77,945*	*421,866*	*332,950*
OCALA	124,343	120,125	7,782	2,091	14,224	6,773	12,053	6,128	4,419	1,935	7,033	2,090	7,483	5,765
ORLANDO	694,505	670,074	53,095	10,373	139,951	57,223	81,934	51,631	38,200	21,426	37,690	14,377	66,103	47,428
PANAMA CITY	75,949	73,005	7,095	2,707	23,961	12,458	15,480	8,086	7,109	4,126	11,360	5,048	12,472	10,673
PENSACOLA	231,814	225,906	18,440	4,877	50,464	17,591	32,584	21,862	13,571	5,679	17,197	5,150	24,434	18,731
SARASOTA	222,999	217,029	16,746	5,727	53,545	24,170	24,923	14,405	11,980	6,810	22,440	12,057	56,181	50,139
TALLAHASSEE	134,318	132,052	11,703	2,273	39,523	19,734	22,904	12,209	11,256	7,205	10,434	3,474	13,812	9,938
TAMPA - ST. PETERSBURG	1,689,813	1,627,512	115,115	28,275	303,347	111,168	188,765	121,559	91,031	53,253	94,402	34,605	152,706	102,931
WEST PALM BEACH - BOCA RATON	597,773	580,385	50,982	14,461	157,337	88,404	81,865	47,507	39,130	22,941	31,307	11,770	85,469	66,012
NONMETRO PORTION OF STATE	1,115,075	1,077,249	68,426	23,923	135,178	82,975	86,313	24,698	38,947	23,699	59,657	27,191	81,119	70,706
TOTAL STATE	9,475,365	9,160,449	783,239	248,044	2,133,928	1,011,774	1,244,016	673,467	598,577	367,343	609,946	260,017	1,157,168	894,768
GEORGIA														
ALBANY	77,068	73,945	7,825	3,843	26,122	12,589	15,775	9,241	8,506	5,412	7,384	2,716	14,062	11,[illegible]1
ATHENS	92,808	89,035	10,073	4,366	18,933	7,797	13,085	6,915	6,539	2,618	7,696	3,236	8,079	6,937
ATLANTA	1,748,591	1,674,754	223,611	70,183	540,683	169,937	305,399	182,618	148,364	79,120	105,687	23,907	179,488	11[illegible],310
AUGUSTA	242,321	236,453	26,459	8,343	65,879	32,836	38,992	19,640	17,824	9,541	16,822	2,969	28,604	21,997
COLUMBUS	160,980	156,434	14,340	6,097	42,019	18,715	26,383	16,427	12,076	6,482	11,482	3,450	24,032	19,265
MACON	206,523	197,875	23,872	7,736	55,757	24,557	40,767	22,194	15,260	8,528	14,400	3,689	19,00[illegible]	13,623
SAVANNAH	186,436	177,277	18,490	6,902	47,597	26,397	33,857	16,811	14,714	10,035	15,060	6,208	32,[illegible]	29,517
NONMETRO PORTION OF STATE	1,752,932	1,681,675	149,661	69,545	260,061	147,677	178,324	41,827	88,795	49,616	92,012	37,917	125,327	112,538
TOTAL STATE	4,454,795	4,272,458	469,961	175,924	1,049,052	435,936	648,349	313,796	310,443	170,593	268,767	84,096	42[illegible],078	329,423
HAWAII														
HONOLULU	634,190	529,060	86,445	31,992	263,774	118,360	158,678	73,849	77,038	34,938	33,273	8,563	46,245	17,947
NONMETRO PORTION OF STATE	232,179	214,897	16,857	8,059	57,335	37,791	34,707	5,047	11,943	8,363	12,021	4,931	20,804	18,478
TOTAL STATE	866,369	743,957	103,302	40,051	321,109	156,151	193,385	78,896	88,981	43,301	45,294	13,494	67,049	36,425
IDAHO														
BOISE	157,756	152,292	13,895	2,398	41,243	24,455	27,530	11,304	11,953	7,684	15,962	9,232	21,374	19,315
NONMETRO PORTION OF STATE	597,995	574,627	38,012	12,787	114,699	63,419	92,560	27,555	38,512	24,300	54,006	32,774	56,622	46,666
TOTAL STATE	755,751	726,919	51,907	15,185	155,942	87,874	120,090	38,859	50,465	31,[illegible]4	69,968	42,006	77,996	65,981
ILLINOIS														
BLOOMINGTON - NORMAL	88,204	84,955	9,693	2,485	29,071	13,536	18,208	9,444	7,390	4,921	7,112	2,508	6,564	5,043
CHAMPAIGN - URBANA - RANTOUL	127,478	120,931	13,614	4,224	36,753	14,460	25,105	13,275	10,635	6,518	11,156	3,802	12,307	9,087
CHICAGO	5,872,037	5,542,208	559,597	207,802	1,964,500	888,747	1,107,686	511,771	534,539	325,663	364,729	152,832	735,194	528,581
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	*6,504,929*	*6,154,081*	*609,292*	*226,859*	*2,092,205*	*947,476*	*1,197,470*	*560,760*	*573,044*	*348,263*	*406,710*	*173,258*	*790,390*	*570,946*
DAVENPORT - ROCK ISLAND - MOLINE	302,652	288,148	28,544	10,438	92,433	30,372	59,941	36,164	24,637	13,756	25,921	7,350	43,285	27,367
DECATUR	111,909	107,116	11,675	2,940	26,371	9,474	21,578	12,846	7,159	3,596	11,283	3,804	11,960	8,945
KANKAKEE	76,193	73,934	5,359	2,725	14,140	5,209	12,299	6,776	4,669	2,057	5,919	2,127	7,851	5,893
PEORIA	312,920	304,513	23,062	6,268	80,733	28,700	53,211	34,260	20,331	11,442	24,902	9,657	37,449	26,705
ROCKFORD	217,450	209,026	20,246	7,241	56,912	14,878	44,383	29,135	16,370	6,779	20,392	10,780	30,676	23,788
SPRINGFIELD	171,932	163,987	15,448	6,829	61,730	24,138	37,511	21,903	13,516	6,404	17,801	4,190	20,487	10,660
NONMETRO PORTION OF STATE	1,617,510	1,571,780	108,056	37,329	268,393	134,483	197,462	70,250	84,244	44,240	121,209	52,311	138,378	116,755
TOTAL STATE	9,217,604	8,775,446	818,474	292,849	2,690,375	1,188,470	1,612,764	765,843	741,413	435,061	623,337	256,478	1,058,460	774,498
INDIANA														
ANDERSON	108,171	104,433	7,029	1,361	20,133	9,157	16,563	11,250	6,706	3,867	8,885	3,787	8,511	5,847
BLOOMINGTON	68,399	65,976	5,510	2,464	16,915	11,180	10,818	5,245	4,268	2,909	5,819	1,701	5,299	3,565
ELKHART	121,677	117,408	8,984	3,263	23,115	8,462	19,811	11,871	7,939	3,220	9,437	3,537	10,527	8,036
EVANSVILLE	224,789	210,368	25,063	6,681	64,480	35,139	45,087	20,419	20,165	13,219	22,492	7,651	29,786	25,372
FORT WAYNE	264,164	254,908	21,653	5,929	77,162	32,694	53,246	34,686	21,677	11,626	22,513	7,415	35,956	21,866
GARY - HAMMOND - EAST CHICAGO	548,252	531,627	43,985	17,520	113,560	55,114	79,381	42,351	34,689	21,297	35,241	17,416	48,409	37,278
INDIANAPOLIS	915,092	886,363	65,837	16,194	362,728	75,646	147,804	99,527	66,698	36,389	52,959	19,388	99,315	68,161
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	*1,023,263*	*990,796*	*72,866*	*17,555*	*382,861*	*84,803*	*164,367*	*110,777*	*73,404*	*40,256*	*61,844*	*23,175*	*107,826*	*74,008*
KOKOMO	80,234	77,422	6,923	1,827	21,413	9,661	14,865	9,076	7,079	4,372	7,989	2,794	8,855	6,986
LAFAYETTE - WEST LAFAYETTE	83,714	81,147	8,860	3,215	27,488	5,563	17,875	11,825	7,527	2,986	9,251	3,169	11,774	9,352
MUNCIE	98,192	95,031	9,030	3,532	20,841	7,679	15,603	10,655	7,095	4,176	5,818	2,349	9,269	7,581
SOUTH BEND	207,408	198,066	13,380	4,424	49,917	23,318	36,723	20,967	14,369	8,011	12,763	4,105	21,979	16,476
TERRE HAUTE	111,791	105,898	12,010	2,481	34,079	17,345	24,597	11,986	8,923	4,399	12,264	3,560	10,584	6,478
NONMETRO PORTION OF STATE	1,143,941	1,103,803	67,924	24,738	166,429	73,898	122,744	54,715	55,744	28,118	67,973	28,389	75,713	60,216
TOTAL STATE	4,051,455	3,906,366	305,280	97,717	1,025,403	370,856	621,156	356,642	269,544	146,939	278,955	108,511	385,070	283,510
IOWA														
CEDAR RAPIDS	140,960	135,063	14,963	5,771	40,629	5,802	29,342	23,603	10,331	4,177	12,859	4,823	17,630	12,769
DAVENPORT - ROCK ISLAND - MOLINE	302,652	288,148	28,544	10,438	92,433	30,372	59,941	36,164	24,637	13,756	25,921	7,350	43,285	27,367
DES MOINES	329,357	317,528	26,591	5,303	94,411	38,519	62,294	33,432	25,696	15,370	26,343	9,891	38,459	24,122
DUBUQUE	72,008	68,356	6,450	2,009	20,674	5,221	16,103	12,737	6,486	3,280	11,548	6,086	10,516	7,941

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
IA (cont.)														
IOWA CITY	66,414	64,114	5,814	2,284	17,399	9,204	14,505	5,268	5,678	3,716	7,144	3,528	5,505	4,189
SIOUX CITY	108,288	104,582	8,138	2,905	25,102	9,453	18,011	9,282	7,591	4,098	8,566	4,153	11,492	9,164
WATERLOO - CEDAR FALLS	115,886	111,415	10,569	3,781	31,726	13,780	25,272	13,832	9,695	6,253	12,983	3,370	16,057	11,677
NONMETRO PORTION OF STATE	1,281,801	1,237,392	82,557	28,684	230,762	110,056	174,201	51,634	68,921	44,435	97,633	43,585	109,202	93,401
TOTAL STATE	2,302,044	2,216,034	173,765	57,479	520,595	207,713	378,126	175,688	149,251	88,375	193,865	80,382	233,424	177,281
KANSAS														
LAWRENCE	45,054	43,644	4,425	1,085	8,602	4,447	7,834	3,031	3,679	2,447	4,131	1,299	3,084	1,778
TOPEKA	154,906	148,678	15,344	4,470	33,284	12,969	24,052	12,692	10,049	5,982	13,239	4,046	15,145	9,893
WICHITA	332,257	308,588	27,406	5,319	97,538	52,181	68,540	29,665	30,311	19,384	33,860	12,645	42,674	31,133
NONMETRO PORTION OF STATE	913,859	883,390	66,842	13,890	158,982	92,212	117,095	29,494	50,932	32,924	79,095	39,465	78,347	63,434
TOTAL STATE	1,819,090	1,732,846	151,773	32,793	443,062	216,112	305,312	127,180	134,600	82,859	163,696	68,798	209,654	156,704
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	96,900	95,091	7,732	2,839	28,001	9,771	16,956	9,279	7,397	4,133	11,126	4,144	13,749	10,814
HUNTINGTON - ASHLAND	280,119	273,329	19,793	7,177	57,042	21,809	40,235	22,037	18,765	10,460	19,810	10,049	27,635	24,160
LEXINGTON-FAYETTE	319,122	309,771	26,263	7,403	111,064	45,226	70,986	40,313	27,224	15,014	24,422	8,621	32,945	24,751
LOUISVILLE	823,576	796,302	72,537	22,977	207,723	74,319	123,757	78,974	57,762	28,455	55,817	33,418	94,752	76,570
OWENSBORO	80,317	78,591	7,744	2,628	20,271	10,081	16,167	7,303	7,351	4,575	11,293	4,910	8,168	7,190
NONMETRO PORTION OF STATE	1,753,777	1,707,481	122,114	44,292	247,413	122,310	161,963	41,512	80,428	47,943	117,974	58,473	132,848	112,298
TOTAL STATE	3,316,649	3,217,337	250,774	86,292	644,892	273,939	413,051	188,747	190,204	105,606	227,136	112,226	289,688	235,417
LOUISIANA														
ALEXANDRIA	94,531	91,514	12,360	2,045	30,552	16,531	21,517	11,189	11,988	7,119	9,966	3,362	7,679	5,763
BATON ROUGE	382,023	368,180	40,209	7,422	132,726	39,262	81,183	55,867	32,738	13,809	38,124	12,720	50,104	35,489
LAFAYETTE	123,756	119,193	11,023	2,922	46,036	29,038	32,837	13,745	15,104	10,910	17,178	5,715	23,813	18,512
LAKE CHARLES	170,992	166,820	11,871	3,018	30,144	14,955	20,658	9,548	9,207	5,614	12,839	4,705	19,019	15,714
MONROE	111,425	108,119	8,193	2,356	31,549	16,150	19,913	10,215	9,578	5,507	11,986	3,202	13,650	10,291
NEW ORLEANS	993,534	945,484	83,469	22,121	286,984	142,364	166,144	77,669	84,148	55,430	69,263	28,410	122,921	98,529
SHREVEPORT	275,163	262,555	26,264	4,226	87,185	45,420	53,528	24,272	26,056	16,571	24,133	8,700	36,742	28,601
NONMETRO PORTION OF STATE	1,072,344	1,033,742	77,982	20,186	158,844	83,755	104,996	19,834	56,151	30,595	75,239	37,161	111,483	97,911
TOTAL STATE	3,223,768	3,095,607	271,371	64,296	804,020	387,475	500,776	222,339	244,970	145,555	258,728	103,985	385,411	310,810
MAINE														
BANGOR	118,757	114,507	7,636	2,544	23,325	10,448	18,116	8,164	7,494	4,594	9,812	5,118	13,862	12,212
LEWISTON - AUBURN	83,127	80,514	3,771	671	14,862	6,949	11,251	5,147	4,764	3,126	4,854	1,600	71,650	70,382
PORTLAND	254,633	245,453	15,011	7,949	69,308	24,059	74,549	18,564	20,919	8,818	9,987	4,204	62,269	58,329
NONMETRO PORTION OF STATE	398,499	384,237	22,122	8,850	61,330	30,685	47,834	13,796	19,130	13,493	20,259	9,793	20,030	16,689
TOTAL STATE	952,513	918,718	54,584	22,656	181,326	78,878	161,786	48,820	56,646	32,994	49,935	23,052	171,570	160,543
MARYLAND														
BALTIMORE	2,256,311	2,197,420	100,161	47,676	452,796	180,244	283,782	143,425	126,995	82,187	106,999	43,135	196,064	138,823
CUMBERLAND	88,525	85,561	7,557	4,768	17,823	7,802	11,588	5,801	5,512	3,378	6,226	2,921	8,671	7,000
HAGERSTOWN	104,479	100,982	8,433	4,506	26,570	10,237	17,544	10,849	7,905	4,413	8,528	3,201	9,643	6,795
NONMETRO PORTION OF STATE	445,037	430,141	26,962	15,726	62,025	29,344	40,085	19,374	20,243	12,652	23,593	10,536	31,275	25,198
TOTAL STATE	4,462,706	4,297,146	327,721	206,623	979,589	390,512	580,894	305,394	269,759	168,786	218,036	85,059	418,008	298,275
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,226,052	3,164,404	380,062	159,622	1,150,324	571,538	644,941	310,384	440,128	196,028	281,714	55,989	382,722	230,998
NEW BEDFORD - FALL RIVER	427,378	412,412	26,814	11,871	125,198	60,543	70,209	40,531	30,798	16,105	28,551	15,044	50,491	43,931
PITTSFIELD	168,973	164,890	8,082	3,170	35,470	18,490	26,689	9,445	10,387	6,781	7,290	3,913	6,591	4,344
SPRINGFIELD - CHICOPEE - HOLYOKE	661,854	644,728	31,002	13,248	123,350	72,864	74,751	29,234	35,186	24,759	21,753	11,642	31,540	25,559
WORCESTER - FITCHBURG - LEOMINSTER	596,893	575,868	44,424	24,868	132,881	60,715	79,961	28,407	32,820	21,759	26,724	18,032	62,270	55,430
NONMETRO PORTION OF STATE	280,211	269,787	20,527	9,364	65,475	42,387	40,051	13,177	18,042	14,523	9,637	5,424	17,699	15,604
TOTAL STATE	5,361,361	5,232,089	510,911	222,143	1,632,698	826,537	936,602	431,178	567,361	279,955	375,669	110,044	551,313	375,866
MICHIGAN														
ANN ARBOR	158,010	123,008	26,168	11,927	72,986	35,644	43,204	25,502	18,973	11,734	13,776	8,979	23,540	14,982
BATTLE CREEK	118,610	98,904	10,476	3,726	24,540	9,800	19,759	10,755	7,470	4,114	10,648	5,339	7,978	5,321
BAY CITY	95,225	91,770	7,490	2,408	21,071	11,016	18,492	12,290	6,545	3,644	6,512	2,845	10,203	7,395
BENTON HARBOR	146,086	139,311	12,737	4,676	21,614	9,546	20,940	10,729	7,364	3,255	16,183	10,638	40,963	38,535
DETROIT	3,971,905	3,754,341	431,928	259,468	1,065,385	532,653	749,373	389,929	316,922	203,546	254,053	131,423	443,223	332,057
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,129,915*	*3,877,349*	*458,096*	*271,395*	*1,138,371*	*568,297*	*792,577*	*415,431*	*335,895*	*215,280*	*267,829*	*140,402*	*466,763*	*347,039*
FLINT	430,239	374,841	60,841	31,999	116,339	48,354	93,324	61,419	32,157	16,964	44,645	23,446	[illegible]	40,088
GRAND RAPIDS	379,045	284,261	43,647	8,350	132,208	62,073	99,690	56,293	37,857	22,220	34,998	18,153	64,684	52,523
JACKSON	92,632	66,791	8,803	2,176	29,480	13,397	24,066	16,941	7,240	3,349	8,470	2,663	9,157	5,354
KALAMAZOO - PORTAGE	199,198	158,552	19,600	5,227	60,164	23,822	44,845	27,533	16,884	9,643	16,036	7,013	24,437	19,294
LANSING - EAST LANSING	390,741	297,167	29,965	8,337	86,846	45,978	60,912	31,217	22,526	13,780	22,578	7,948	34,577	25,728
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	126,538	103,225	9,253	2,820	31,358	9,988	27,389	18,530	9,933	4,611	10,830	4,247	11,426	8,422
SAGINAW	190,888	181,760	18,823	6,212	70,887	36,513	50,108	31,021	18,455	11,684	19,403	9,404	23,559	16,621
NONMETRO PORTION OF STATE	1,163,621	1,109,658	92,719	37,994	173,960	99,154	151,439	48,350	57,128	33,808	70,305	30,223	47,503	32,947
TOTAL STATE	7,543,467	6,860,749	778,834	388,523	1,918,100	941,251	1,411,030	745,343	562,166	343,591	532,027	264,082	796,400	602,338

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1980

STATE S&MM METRO AREA	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MINNESOTA														
DULUTH - SUPERIOR	225,587	202,409	13,866	4,729	51,083	21,492	34,127	14,110	13,030	7,023	16,710	6,356	19,852	14,022
FARGO - MOORHEAD	114,170	109,525	10,397	4,178	43,315	18,889	27,066	14,204	9,839	5,370	10,574	4,828	18,171	15,227
MINNEAPOLIS - ST. PAUL	1,821,577	1,619,640	154,576	46,322	560,999	203,334	349,950	196,635	142,247	70,544	117,877	33,767	224,838	127,846
ROCHESTER	82,796	78,748	10,729	4,511	29,460	11,730	18,650	11,710	8,539	4,520	9,523	2,323	9,629	4,196
ST. CLOUD	88,110	73,194	8,456	2,372	80,123	10,473	31,672	8,659	7,924	4,682	15,228	4,048	10,020	6,833
NONMETRO PORTION OF STATE	966,594	913,062	67,438	27,456	162,124	95,097	120,401	18,900	49,213	31,973	59,029	24,240	68,291	53,903
TOTAL STATE	3,184,060	2,890,513	256,482	86,013	883,339	342,875	554,523	249,898	220,998	118,839	220,150	72,456	338,227	212,590
MISSISSIPPI														
BILOXI - GULFPORT	157,089	153,683	12,766	3,431	38,080	18,265	22,156	10,630	11,217	6,572	11,188	4,424	11,280	7,209
JACKSON	269,356	263,468	25,740	6,723	93,175	42,587	47,104	28,481	24,296	12,497	17,519	4,725	37,427	28,910
PASCAGOULA - MOSS POINT	106,244	102,668	8,079	2,756	13,673	4,601	10,561	5,951	4,015	1,527	5,820	1,518	5,762	4,363
NONMETRO PORTION OF STATE	1,505,231	1,465,676	107,075	29,083	261,385	135,143	157,263	45,833	79,760	45,945	97,037	32,454	105,624	88,764
TOTAL STATE	2,084,046	2,030,457	155,489	42,414	409,836	201,183	239,021	92,231	120,412	66,732	132,717	43,440	162,409	131,015
MISSOURI														
COLUMBIA	76,139	70,099	5,695	1,618	23,290	11,399	16,790	7,744	7,168	4,386	6,988	2,081	5,938	3,517
JOPLIN	99,643	95,271	11,704	3,116	24,905	14,101	16,480	6,396	9,412	5,399	10,479	4,037	9,548	6,232
KANSAS CITY	1,140,455	1,065,648	103,339	25,234	360,717	138,646	218,911	126,785	100,108	56,481	80,222	23,983	132,601	83,263
ST. JOSEPH	82,360	80,877	4,746	1,508	20,078	6,106	13,578	8,994	5,847	2,837	7,502	2,232	8,737	6,103
ST. LOUIS	2,038,018	1,962,552	165,824	38,251	527,389	205,316	324,611	187,787	151,632	85,387	126,386	55,156	194,328	144,049
SPRINGFIELD	164,625	157,197	19,777	2,370	41,421	16,968	28,707	14,290	13,742	8,442	14,782	4,270	17,425	12,144
NONMETRO PORTION OF STATE	1,203,034	1,150,255	89,842	18,730	180,281	91,291	117,793	31,335	63,322	34,953	91,218	38,821	92,562	68,426
TOTAL STATE	3,987,687	3,806,206	326,304	73,025	928,110	391,773	584,055	291,944	282,023	160,064	278,108	108,141	354,944	248,004
MONTANA														
BILLINGS	117,505	113,701	11,313	4,728	33,998	13,933	24,035	10,950	11,080	7,444	13,902	6,615	18,039	14,178
GREAT FALLS	65,676	61,859	4,741	2,479	27,106	14,577	17,063	8,045	8,004	5,382	8,932	4,503	10,992	7,653
NONMETRO PORTION OF STATE	456,178	438,627	25,913	12,079	84,158	50,641	75,290	16,521	30,889	20,080	35,545	20,136	41,808	35,751
TOTAL STATE	639,359	614,187	41,967	19,286	145,262	79,151	116,388	35,516	49,973	32,906	58,379	31,254	70,839	57,582
NEBRASKA														
LINCOLN	166,694	159,839	14,668	3,342	44,541	15,317	29,635	15,287	13,376	7,937	9,110	3,299	11,252	7,195
OMAHA	479,074	452,605	37,266	11,096	123,533	37,878	79,580	47,670	32,092	16,291	36,739	17,369	71,495	57,447
NONMETRO PORTION OF STATE	677,057	628,055	44,531	10,300	125,315	67,187	93,647	27,068	41,539	27,512	53,959	22,757	56,065	46,993
TOTAL STATE	1,259,749	1,181,214	91,469	23,201	279,473	117,982	194,108	83,195	83,810	50,708	96,204	42,458	135,731	111,207
NEVADA														
LAS VEGAS	377,937	364,758	42,619	11,047	133,641	56,499	86,126	41,456	36,802	19,735	39,948	10,438	51,609	34,575
RENO	176,524	153,993	35,054	24,695	60,215	29,858	38,582	21,172	20,321	13,365	19,566	7,745	43,300	34,849
NONMETRO PORTION OF STATE	91,272	87,402	15,038	9,501	15,458	8,143	11,931	2,055	4,564	2,656	6,604	2,665	11,892	10,619
TOTAL STATE	645,733	606,153	92,711	45,243	209,314	94,500	136,639	64,683	61,687	35,756	66,118	20,848	106,801	80,043
NEW HAMPSHIRE														
MANCHESTER - NASHUA	229,954	225,802	16,916	7,534	63,238	29,822	46,290	20,140	17,110	12,401	14,130	7,457	27,556	23,550
PORTSMOUTH - DOVER - ROCHESTER	407,824	397,429	30,970	12,443	76,034	37,470	47,453	19,670	30,605	13,419	26,363	8,483	28,865	18,360
NONMETRO PORTION OF STATE	371,446	359,140	20,004	8,104	60,386	27,891	39,953	14,015	14,862	9,139	19,719	11,093	21,473	17,863
TOTAL STATE	911,727	888,364	61,846	25,439	187,157	88,446	123,660	50,676	58,038	31,996	55,189	24,696	74,135	56,842
NEW JERSEY														
ATLANTIC CITY	210,802	206,288	16,694	4,304	50,073	27,454	28,567	13,621	10,832	7,608	15,860	6,772	16,199	12,684
JERSEY CITY	459,086	419,571	35,378	8,084	90,412	65,746	54,881	12,090	25,343	20,956	18,491	8,620	26,277	24,193
LONG BRANCH - ASBURY PARK	494,827	484,009	32,084	11,947	92,511	48,193	65,959	30,325	27,764	21,507	23,130	11,863	58,287	50,027
NEWARK	1,938,095	1,879,869	125,302	38,196	388,241	234,283	213,397	80,831	112,319	90,124	85,741	48,051	201,028	173,972
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	587,399	549,562	40,366	9,623	174,156	87,930	110,451	52,604	49,459	36,704	30,395	15,303	53,805	38,616
PATERSON - CLIFTON - PASSAIC	337,102	318,999	28,711	6,265	156,542	55,130	95,995	53,763	37,864	26,587	26,893	12,728	62,867	35,510
TRENTON	302,332	295,566	19,524	6,683	84,930	38,247	55,974	25,188	23,301	15,856	15,171	8,977	27,991	21,138
VINELAND - MILLVILLE - BRIDGETON	174,982	170,948	8,006	2,550	21,384	13,005	17,284	7,147	6,386	4,447	7,753	4,137	10,004	8,656
NONMETRO PORTION OF STATE	743,281	721,385	42,741	10,084	98,190	49,855	69,518	32,947	27,265	16,844	28,885	10,225	40,044	26,655
TOTAL STATE	7,269,645	7,008,179	488,410	142,210	1,771,385	869,161	1,051,287	479,451	482,060	343,228	355,573	184,083	717,822	556,562
NEW MEXICO														
ALBUQUERQUE	362,367	339,747	27,959	8,932	113,180	53,906	66,897	36,675	40,393	27,399	26,778	14,725	59,677	50,402
LAS CRUCES	64,508	60,367	4,735	1,200	9,358	4,518	7,779	4,159	3,749	1,796	5,413	1,907	5,827	4,530
NONMETRO PORTION OF STATE	650,777	609,005	43,613	13,164	109,182	68,781	90,371	22,961	41,664	27,349	43,792	16,248	49,120	38,372
TOTAL STATE	1,077,652	1,009,119	76,306	23,296	231,720	127,205	165,047	63,795	85,806	56,544	75,983	32,880	114,624	93,304

Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1985

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI		1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household			
								1980	1985			1980	1985	1980	1985
ALABAMA															
ANNISTON	**117.8**	**125.7**	**6.7**	**45.6**	**13.4**	**1,071,686**	**61.9**	**16,467**	**23,502**	**734,279**	**68.0**	**10,873**	**16,103**	**.0422**	**.0411**
Calhoun	117.8	125.7	6.7	45.6	13.4	1,071,686	61.9	16,467	23,502	734,279	68.0	10,873	16,103	.0422	.0411
BIRMINGHAM	**853.1**	**898.0**	**5.3**	**343.3**	**11.1**	**9,956,576**	**57.9**	**20,408**	**29,003**	**6,013,905**	**58.6**	**12,275**	**17,518**	**.3663**	**.3447**
Jefferson	672.9	688.8	2.4	268.5	8.4	7,824,830	49.7	21,115	29,143	4,995,575	53.3	13,163	18,605	.3043	.2745
St. Clair	42.2	49.2	16.6	17.6	23.1	356,132	72.6	14,428	20,235	163,074	78.4	6,391	9,266	.0123	.0127
Shelby	68.5	84.2	22.9	29.4	29.5	1,021,887	127.5	19,789	34,758	408,971	116.3	8,329	13,911	.0242	.0309
Walker	69.5	75.8	9.1	27.8	14.4	753,727	79.3	17,297	27,112	446,285	76.9	10,383	16,053	.0255	.0266
FLORENCE	**136.2**	**144.9**	**6.4**	**54.5**	**12.8**	**1,296,042**	**61.4**	**16,630**	**23,781**	**866,492**	**63.1**	**11,001**	**15,899**	**.0505**	**.0488**
Colbert	54.8	57.1	4.2	21.6	10.8	437,243	29.8	17,269	20,243	391,341	47.2	13,631	18,118	.0223	.0190
Lauderdale	81.4	87.8	7.9	32.9	14.2	858,799	84.1	16,197	26,103	475,151	78.9	9,221	14,442	.0282	.0298
GADSDEN	**103.6**	**108.1**	**4.3**	**41.0**	**9.6**	**851,267**	**48.4**	**15,342**	**20,763**	**622,853**	**55.8**	**10,690**	**15,192**	**.0374**	**.0341**
Etowah	103.6	108.1	4.3	41.0	9.6	851,267	48.4	15,342	20,763	622,853	55.8	10,690	15,192	.0374	.0341
HUNTSVILLE	**310.1**	**322.2**	**3.9**	**119.4**	**10.7**	**3,523,023**	**56.6**	**20,847**	**29,506**	**1,924,462**	**59.4**	**11,186**	**16,118**	**.1263**	**.1187**
Limestone	46.3	48.2	4.1	17.1	9.6	515,392	72.7	19,130	30,140	208,066	70.0	7,846	12,168	.0160	.0162
Madison	197.4	201.8	2.2	74.8	9.5	2,287,582	52.6	21,952	30,583	1,231,312	55.6	11,585	16,461	.0830	.0761
Marshall	66.4	72.2	8.7	27.5	14.6	720,049	59.4	18,819	26,184	485,084	65.4	12,222	17,639	.0273	.0264
MOBILE	**447.8**	**487.0**	**8.8**	**177.4**	**15.6**	**5,447,833**	**87.8**	**18,908**	**30,709**	**3,227,173**	**79.8**	**11,698**	**18,192**	**.1749**	**.1870**
Baldwin	79.9	90.6	13.4	33.0	20.0	919,160	78.7	18,700	27,853	528,983	80.1	10,683	16,036	.0303	.0319
Mobile	367.9	396.4	7.7	144.4	14.7	4,528,673	89.8	18,953	31,362	2,698,190	79.8	11,920	18,686	.1446	.1551
MONTGOMERY	**276.0**	**300.5**	**8.9**	**109.5**	**15.4**	**3,463,153**	**74.4**	**20,924**	**31,627**	**1,896,227**	**70.9**	**11,689**	**17,317**	**.1132**	**.1154**
Autauga	32.8	36.8	12.2	12.5	19.0	579,326	140.7	22,919	46,346	172,199	115.1	7,624	13,776	.0120	.0156
Elmore	44.1	49.0	11.1	16.8	16.7	509,079	98.5	17,807	30,302	168,391	89.5	6,170	10,023	.0136	.0153
Montgomery	199.1	214.7	7.8	80.2	14.6	2,374,748	59.5	21,266	29,610	1,555,637	65.4	13,434	19,397	.0876	.0845
TUSCALOOSA	**139.3**	**150.6**	**8.1**	**55.2**	**15.0**	**1,851,830**	**86.3**	**20,707**	**33,548**	**920,078**	**78.8**	**10,718**	**16,668**	**.0556**	**.0592**
Tuscaloosa	139.3	150.6	8.1	55.2	15.0	1,851,830	86.3	20,707	33,548	920,078	78.8	10,718	16,668	.0556	.0592
TOTAL METRO COUNTIES	**2,431.4**	**2,585.7**	**6.3**	**963.8**	**12.7**	**27,755,453**	**66.1**	**19,537**	**28,798**	**16,362,428**	**65.3**	**11,569**	**16,977**	**.9806**	**.9607**
TOTAL STATE	**3,921.9**	**4,160.7**	**6.1**	**1,535.7**	**12.3**	**41,384,792**	**67.4**	**18,084**	**26,948**	**23,591,787**	**66.8**	**10,347**	**15,362**	**1.4643**	**1.4429**
ALASKA															
ANCHORAGE	**177.5**	**209.1**	**17.8**	**79.7**	**27.1**	**2,997,235**	**62.0**	**29,503**	**37,606**	**2,025,231**	**75.1**	**18,444**	**25,411**	**.1024**	**.1027**
Anchorage	177.5	209.1	17.8	79.7	27.1	2,997,235	62.0	29,503	37,606	2,025,231	75.1	18,444	25,411	.1024	.1027
TOTAL METRO COUNTIES	**177.5**	**209.1**	**17.8**	**79.7**	**27.1**	**2,997,235**	**62.0**	**29,503**	**37,606**	**2,025,231**	**75.1**	**18,444**	**25,411**	**.1024**	**.1027**
TOTAL STATE	**410.2**	**477.9**	**16.5**	**171.7**	**25.7**	**6,606,053**	**58.1**	**30,586**	**38,474**	**3,943,802**	**71.8**	**16,802**	**22,969**	**.2223**	**.2182**

(continued on page 62)

Guide to using S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI		1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household			
								1980	1985			1980	1985	1980	1985
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing. **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1985 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 **Percent change** between 12/31/80 and 12/31/85, with 1980 as the base year, of a market's total population. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect houshold size.

4 **Percent change** between 12/31/80 and 12/31/85, with 1980 as the base year, of a market's total population. A minus sign indicates a decline.

5 **Effective Buying Income (EBI),** a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprieters' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1985 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

6 **Percent Change** between 1980 and 1985, with 1980 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income (EBI)** is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 **Total retail sales** are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1985 are stated in current dollars.

9 **Percent change** between 1980 and 1985, with 1980 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NEW ENGLAND	**12,386.1**	**12,652.1**	**2.1**	**4,781.6**	**8.1**	**197,031,084**	**88.6**	**23,610**	**41,206**	**91,349,105**	**75.9**	**11,739**	**19,104**	**5.5760**	**5.8902**
Connecticut	3,109.0	3,133.8	.8	1,180.2	6.7	60,176,877	100.0	27,197	50,989	22,894,561	81.5	11,401	19,399	1.4932	1.6463
Maine	1,134.3	1,205.4	6.3	454.8	12.7	11,967,411	60.1	18,535	26,314	7,497,441	63.8	11,349	16,485	.4475	.4298
Massachusetts	5,741.1	5,776.0	.6	2,185.8	6.3	93,361,090	91.8	23,677	42,713	44,678,220	77.4	12,252	20,440	2.6267	2.7985
New Hampshire	935.5	1,035.5	10.7	390.1	17.4	13,404,335	85.4	21,751	34,361	7,612,410	80.2	12,712	19,514	.4125	.4409
Rhode Island	949.6	950.2	.1	363.8	5.9	12,306,177	64.0	21,862	33,873	5,326,700	60.2	9,691	14,662	.3932	.3742
Vermont	516.6	551.2	6.7	207.4	13.6	5,815,194	67.6	19,016	28,039	3,339,773	67.1	10,952	16,103	.2029	.2005
MIDDLE ATLANTIC	**36,779.6**	**36,746.2**	**–.1**	**13,940.1**	**5.4**	**551,492,427**	**77.8**	**23,456**	**39,562**	**248,867,134**	**69.6**	**11,096**	**17,853**	**16.3296**	**16.4719**
New Jersey	7,380.2	7,473.7	1.3	2,738.0	6.3	113,088,891	66.6	26,357	41,303	51,862,806	63.3	12,330	18,942	3.5039	3.3879
New York	17,526.3	17,343.1	–1.0	6,684.1	4.7	287,070,102	92.7	23,330	42,948	122,179,066	78.7	10,708	18,279	7.7648	8.2907
Pennsylvania	11,873.1	11,929.4	.5	4,518.0	5.9	151,333,434	62.1	21,894	33,496	74,825,262	60.5	10,932	16,562	5.0609	4.7933
EAST NORTH CENTRAL	**41,800.9**	**42,756.6**	**2.3**	**16,049.3**	**8.1**	**522,516,389**	**52.5**	**23,069**	**32,557**	**270,109,345**	**55.4**	**11,704**	**16,830**	**18.5031**	**16.8965**
Illinois	11,45[illegible].7	11,665.3	1.9	4,384.7	7.2	161,766,845	58.6	24,923	36,893	76,186,751	58.5	11,746	17,376	5.3059	4.9638
Indiana	5,512.9	5,679.3	3.0	2,123.1	8.6	57,534,416	37.7	21,374	27,099	31,330,969	45.4	11,020	14,757	2.3031	1.9702
Michigan	9,287.9	9,533.3	2.6	3,525.8	8.7	116,426,281	52.2	23,592	33,021	63,601,527	56.9	12,506	18,039	4.1806	3.8283
Ohio	10,813.3	10,962.4	1.4	4,160.5	7.2	126,189,054	47.2	22,079	30,330	67,886,720	51.7	11,526	16,317	4.6983	4.1822
Wisconsin	4,734.1	4,916.3	3.8	1,855.2	10.2	60,599,793	65.1	21,811	32,665	31,103,378	64.1	11,263	16,766	2.0152	1.9520
WEST NORTH CENTRAL	**17,281.8**	**17,914.9**	**3.7**	**6,902.6**	**9.4**	**228,093,220**	**66.0**	**21,776**	**33,045**	**123,735,115**	**65.0**	**11,887**	**17,926**	**7.6279**	**7.4206**
Iowa	2,924.5	2,999.2	2.6	1,157.0	8.3	34,481,687	46.1	22,101	29,803	19,913,234	53.6	12,139	17,211	1.3092	1.1682
Kansas	2,374.9	2,461.7	3.7	969.2	9.4	40,910,781	96.1	23,559	42,211	18,913,388	83.4	11,641	19,514	1.1033	1.2084
Minnesota	4,103.6	4,276.3	4.2	1,629.0	10.5	54,930,318	65.5	22,520	33,720	29,756,439	64.8	12,251	18,267	1.8347	1.7831
Missouri	4,947.9	5,143.4	4.0	1,984.2	9.0	58,726,032	58.1	20,404	29,597	33,204,605	60.0	11,398	16,735	2.1015	1.9794
Nebraska	1,579.6	1,635.1	3.5	635.1	9.3	22,548,[illegible]36	78.7	21,706	35,503	11,680,352	72.5	11,649	18,391	.6963	.7122
North Dakota	657.1	682.6	3.9	257.9	10.9	8,931,253	77.7	21,622	34,631	5,385,131	75.2	13,217	20,881	.2916	.2988
South Dakota	694.2	716.5	3.2	270.2	9.5	7,564,963	53.8	19,941	27,998	4,881,966	59.4	12,417	18,068	.2913	.2705
SOUTH ATLANTIC	**37,481.6**	**40,583.4**	**8.3**	**15,437.5**	**14.5**	**423,011,083**	**56.0**	**20,112**	**27,402**	**256,571,064**	**62.0**	**11,745**	**16,620**	**15.6746**	**14.8708**
Delaware	599.4	621.4	3.7	232.9	10.1	7,264,598	49.9	22,918	31,192	4,189,088	54.6	12,809	17,987	.2702	.2451
District of Columbia	628.5	567.8	–9.7	238.8	–5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
Florida	10,026.0	11,460.4	14.3	4,659.3	20.2	115,910,129	55.9	19,174	24,877	78,368,115	65.4	12,221	16,820	4.3988	4.2514
Georgia	5,536.4	6,010.7	8.6	2,201.5	14.8	58,233,364	57.7	19,250	26,452	36,169,379	63.9	11,510	16,429	2.1878	2.0979
Maryland	4,236.8	4,363.2	3.0	1,618.4	9.0	59,233,782	70.1	23,450	36,600	32,656,581	66.9	13,180	20,178	1.9382	1.9127
North Carolina	5,930.6	6,310.2	6.4	2,363.0	13.3	55,582,806	41.4	18,838	23,522	32,999,957	53.0	10,337	13,965	2.2723	2.0220
South Carolina	3,157.7	3,445.8	9.1	1,223.2	15.9	28,352,395	43.1	18,780	23,179	18,044,187	56.8	10,909	14,752	1.1801	1.0725
Virginia	5,399.0	5,738.8	6.3	2,130.6	12.1	66,807,535	60.5	21,900	31,356	38,127,784	62.3	12,358	17,895	2.3494	2.2489
West Virginia	1,967.2	2,065.1	5.0	769.8	10.2	19,709,383	51.4	18,639	25,603	12,060,948	57.4	10,968	15,668	.7689	.7092
EAST SOUTH CENTRAL	**14,801.0**	**15,779.2**	**6.6**	**5,803.6**	**12.6**	**150,642,706**	**60.6**	**18,207**	**25,957**	**88,739,870**	**63.5**	**10,536**	**15,290**	**5.5675**	**5.3573**
Alabama	3,921.9	4,160.7	6.1	1,535.7	12.3	41,384,792	67.4	18,084	26,948	23,591,787	66.8	10,347	15,362	1.4643	1.4429
Kentucky	3,698.4	3,952.6	6.9	1,449.7	12.5	33,949,311	42.1	18,531	23,418	22,394,556	54.2	11,271	15,448	1.4333	1.2842
Mississippi	2,540.2	2,678.1	5.4	940.3	11.6	21,989,857	54.3	16,916	23,386	13,226,072	60.6	9,776	14,066	.8711	.8181
Tennessee	4,640.5	4,987.8	7.5	1,877.9	13.6	53,318,746	72.3	18,713	28,393	29,527,455	70.0	10,506	15,724	1.7988	1.8121
WEST SOUTH CENTRAL	**24,096.8**	**26,549.7**	**10.2**	**9,837.3**	**16.0**	**329,856,285**	**80.1**	**21,597**	**33,[illegible]31**	**191,712,096**	**76.8**	**12,789**	**19,488**	**10.5254**	**11.0200**
Arkansas	2,311.3	2,507.9	8.5	945.9	13.8	23,986,399	66.7	17,311	25,358	14,941,763	68.8	10,647	15,796	.8741	.8677
Louisiana	4,251.2	4,567.0	7.4	1,648.3	14.1	53,783,830	79.9	20,690	32,630	28,237,446	75.7	11,123	17,131	1.6952	1.7610
Oklahoma	3,059.5	3,317.3	8.4	1,292.3	13.3	52,699,628	121.2	20,898	40,780	26,847,368	99.0	11,830	20,775	1.3436	1.6143
Texas	14,474.8	16,157.5	11.6	5,950.8	17.5	199,386,428	73.3	22,717	33,506	121,685,519	73.8	13,831	20,449	6.6125	6.7770
MOUNTAIN	**11,629.5**	**13,308.7**	**14.4**	**4,988.3**	**21.0**	**148,297,940**	**72.4**	**20,866**	**29,729**	**88,232,013**	**76.1**	**12,155**	**17,688**	**4.9442**	**5.1053**
Arizona	2,805.6	3,285.7	17.1	1,243.3	24.4	31,095,275	54.8	20,102	25,010	17,787,336	65.5	10,750	14,307	1.1331	1.098[illegible]
Colorado	2,940.4	3,292.4	12.0	1,298.6	18.8	41,979,099	74.7	21,983	32,326	23,986,004	76.5	12,430	18,471	1.3415	1.3877
Idaho	963.9	1,102.1	14.3	401.0	20.1	10,261,856	60.0	19,206	25,591	6,691,992	68.7	11,879	16,688	.3844	.3791
Montana	795.3	855.9	7.6	330.6	13.9	11,948,873	110.4	19,565	36,143	7,170,966	95.9	12,611	21,691	.3399	.394[illegible]
Nevada	822.0	979.8	19.2	400.7	26.6	10,885,055	53.4	22,422	27,165	7,551,277	67.2	14,267	18,845	.4077	.3947
New Mexico	1,323.1	1,484.4	12.2	544.6	19.7	17,923,806	97.3	19,974	32,912	10,596,599	90.0	12,262	19,458	.5394	.6055
Utah	1,497.1	1,741.8	16.3	559.0	21.0	14,298,163	53.1	20,205	25,578	8,910,302	63.4	11,801	15,940	.5577	.5376
Wyoming	482.1	566.6	17.5	210.5	22.7	9,905,813	131.9	24,908	47,058	5,537,537	113.5	15,125	26,307	.2405	.3076
PACIFIC	**32,239.8**	**34,889.8**	**8.2**	**13,453.6**	**13.5**	**566,410,853**	**98.5**	**24,072**	**42,101**	**271,167,108**	**84.4**	**12,405**	**20,156**	**15.2517**	**16.9674**
Alaska	410.2	477.9	16.5	171.7	25.7	6,606,053	58.1	30,586	38,474	3,943,802	71.8	16,802	22,969	.2223	.2182
California	23,979.8	25,784.0	7.5	9,910.2	12.4	452,387,203	109.0	24,558	45,649	205,759,212	90.2	12,270	20,762	11.4244	13.1798
Hawaii	979.1	1,081.3	10.4	353.6	17.2	11,696,536	49.0	26,031	33,078	7,146,823	58.2	14,981	20,212	.4425	.4088
Oregon	2,678.4	2,987.2	11.5	1,200.5	17.8	33,700,611	63.4	20,228	28,072	22,155,422	68.0	12,935	18,455	1.2123	1.1959
Washington	4,192.3	4,559.4	8.8	1,817.6	15.1	62,020,450	71.4	22,907	34,122	32,161,849	70.5	11,938	17,695	1.9502	1.9647
TOTAL UNITED STATES	**228,497.1**	**241,180.6**	**5.6**	**91,193.9**	**11.3**	**3,117,351,987**	**71.8**	**22,151**	**34,184**	**1,630,482,850**	**68.8**	**11,792**	**17,879**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
ARIZONA															
PHOENIX	**1,559.8**	**1,836.9**	**17.8**	**712.6**	**25.1**	**19,507,546**	**59.4**	**21,477**	**27,375**	**10,970,189**	**68.3**	**11,440**	**15,395**	**.6762**	**.6671**
Maricopa	1,559.8	1,836.9	17.8	712.6	25.1	19,507,546	59.4	21,477	27,375	10,970,189	68.3	11,440	15,395	.6762	.6671
TUCSON	**549.5**	**641.1**	**16.7**	**254.0**	**24.1**	**5,793,951**	**39.7**	**20,265**	**22,811**	**3,362,980**	**56.2**	**10,519**	**13,240**	**.2293**	**.2080**
Pima	549.5	641.1	16.7	254.0	24.1	5,793,951	39.7	20,265	22,811	3,362,980	56.2	10,519	13,240	.2293	.2080
TOTAL METRO COUNTIES	**2,109.3**	**2,478.0**	**17.5**	**966.6**	**24.8**	**25,301,497**	**54.4**	**21,156**	**26,176**	**14,333,169**	**65.3**	**11,197**	**14,828**	**.9055**	**.8751**
TOTAL STATE	**2,805.6**	**3,285.7**	**17.1**	**1,243.3**	**24.4**	**31,095,275**	**54.8**	**20,102**	**25,010**	**17,787,336**	**65.5**	**10,750**	**14,307**	**1.1331**	**1.0985**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**182.1**	**207.9**	**14.2**	**79.8**	**20.0**	**2,413,641**	**91.5**	**18,951**	**30,246**	**1,467,363**	**88.4**	**11,712**	**18,388**	**.0748**	**.0830**
Benton	80.8	94.9	17.5	36.5	22.5	1,028,358	96.4	17,568	28,174	529,712	92.0	9,260	14,513	.0301	.0341
Washington	101.3	113.0	11.5	43.3	18.0	1,385,283	88.0	20,073	31,993	937,651	86.4	13,704	21,655	.0447	.0489
FORT SMITH	**206.3**	**229.7**	**11.3**	**86.9**	**16.2**	**2,424,949**	**90.2**	**17,043**	**27,905**	**1,693,508**	**82.5**	**12,407**	**19,488**	**.0820**	**.0893**
Crawford	37.8	44.3	17.2	15.5	20.2	358,907	73.1	16,069	23,155	206,079	78.9	8,928	13,295	.0127	.0133
Sebastian	95.9	103.8	8.2	41.5	14.0	1,237,999	70.3	19,972	29,831	1,087,883	73.4	17,240	26,214	.0479	.0487
Le Flore, Okla.	*41.3*	*46.2*	*11.9*	*17.2*	*16.2*	*514,023*	*147.1*	*14,055*	*29,885*	*215,954*	*117.6*	*6,706*	*12,555*	*.0124*	*.0161*
Sequoyah, Okla.	*31.3*	*35.4*	*13.1*	*12.7*	*18.7*	*314,020*	*137.0*	*12,382*	*24,726*	*183,592*	*113.3*	*8,045*	*14,456*	*.0090*	*.0112*
LITTLE ROCK - NORTH LITTLE ROCK	**398.6**	**432.2**	**8.4**	**165.4**	**14.0**	**5,086,569**	**60.3**	**21,864**	**30,753**	**2,896,690**	**61.7**	**12,345**	**17,513**	**.1780**	**.1707**
Pulaski	344.4	368.0	6.9	143.3	12.7	4,477,789	57.0	22,438	31,248	2,627,757	59.5	12,964	18,337	.1598	.1507
Saline	54.2	64.2	18.5	22.1	22.8	608,780	89.9	17,813	27,547	268,933	87.3	7,978	12,169	.0182	.0200
PINE BLUFF	**91.1**	**94.9**	**4.2**	**34.1**	**10.0**	**1,261,596**	**97.6**	**20,593**	**36,997**	**678,637**	**84.8**	**11,847**	**19,901**	**.0370**	**.0406**
Jefferson	91.1	94.9	4.2	34.1	10.0	1,261,596	97.6	20,593	36,997	678,637	84.8	11,847	19,901	.0370	.0406
TEXARKANA	**128.2**	**136.6**	**6.6**	**51.6**	**11.2**	**1,256,335**	**63.4**	**16,575**	**24,348**	**923,789**	**65.8**	**12,005**	**17,903**	**.0496**	**.0487**
Little River	14.2	15.9	12.0	5.5	14.6	185,287	112.6	18,159	33,689	70,523	94.5	7,553	12,822	.0048	.0056
Miller	38.1	40.6	6.6	15.2	10.9	308,393	34.7	16,706	20,289	248,000	50.3	12,047	16,316	.0147	.0130
Bowie, Tex.	*75.9*	*80.1*	*5.5*	*30.9*	*10.8*	*762,655*	*68.3*	*16,239*	*24,681*	*605,266*	*70.1*	*12,751*	*19,588*	*.0301*	*.0301*
TOTAL METRO COUNTIES	**906.9**	**990.4**	**9.2**	**374.4**	**14.8**	**11,278,353**	**70.9**	**20,230**	**30,124**	**7,001,712**	**70.9**	**12,559**	**18,701**	**.3885**	**.3923**
TOTAL STATE	**2,311.3**	**2,507.9**	**8.5**	**945.9**	**13.8**	**23,986,399**	**66.7**	**17,311**	**25,358**	**14,941,765**	**68.8**	**10,647**	**15,796**	**.8741**	**.8677**
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,972.3**	**2,224.2**	**12.8**	**848.2**	**19.7**	**46,563,136**	**131.7**	**28,359**	**54,895**	**21,574,496**	**107.3**	**14,689**	**25,436**	**1.0498**	**1.3284**
Orange	1,972.3	2,224.2	12.8	848.2	19.7	46,563,136	131.7	28,359	54,896	21,574,496	107.3	14,689	25,436	1.0498	1.3284
BAKERSFIELD	**409.4**	**448.5**	**9.6**	**166.0**	**15.8**	**6,480,013**	**117.3**	**20,798**	**39,036**	**3,508,320**	**96.5**	**12,452**	**21,134**	**.1736**	**.2056**
Kern	409.4	448.5	9.6	166.0	15.8	6,480,013	117.3	20,798	39,036	3,508,320	96.5	12,452	21,134	.1736	.2056
CHICO	**147.2**	**168.2**	**14.3**	**71.4**	**21.2**	**2,405,230**	**119.0**	**18,650**	**33,687**	**1,218,011**	**102.4**	**10,216**	**17,059**	**.0619**	**.0749**
Butte	147.2	168.2	14.3	71.4	21.2	2,405,230	119.0	18,650	33,687	1,218,011	102.4	10,216	17,059	.0619	.0749
FRESNO	**523.7**	**578.1**	**10.4**	**214.0**	**16.6**	**8,197,766**	**117.2**	**20,567**	**38,307**	**4,557,353**	**97.0**	**12,610**	**21,296**	**.2217**	**.2633**
Fresno	523.7	578.1	10.4	214.0	16.6	8,197,766	117.2	20,567	38,307	4,557,353	97.0	12,610	21,296	.2217	.2633
LOS ANGELES - LONG BEACH	**7,513.0**	**7,653.8**	**1.9**	**2,872.6**	**4.3**	**133,149,572**	**95.1**	**24,785**	**46,352**	**58,986,957**	**76.6**	**12,127**	**20,534**	**3.5761**	**3.8557**
Los Angeles	7,513.0	7,653.8	1.9	2,872.6	4.3	133,149,572	95.1	24,785	46,352	58,986,957	76.6	12,127	20,534	3.5761	3.8557
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***11,621.0***	***12,320.5***	***6.0***	***4,619.7***	***9.7***	***216,475,303***	***106.9***	***24,854***	***46,859***	***98,035,651***	***87.2***	***12,436***	***21,221***	***5.5275***	***6.2979***
MODESTO	**271.8**	**309.6**	**13.9**	**117.4**	**20.2**	**5,308,470**	**127.3**	**23,907**	**45,217**	**2,502,720**	**108.5**	**12,286**	**21,318**	**.1255**	**.1569**
Stanislaus	271.8	309.6	13.9	117.4	20.2	5,308,470	127.3	23,907	45,217	2,502,720	108.5	12,286	21,318	.1255	.1569
OXNARD - SIMI VALLEY - VENTURA	**542.5**	**622.6**	**14.8**	**218.9**	**21.9**	**9,060,245**	**119.1**	**23,037**	**41,390**	**4,154,399**	**101.3**	**11,500**	**18,979**	**.2257**	**.2733**
Ventura	542.5	622.6	14.8	218.9	21.9	9,060,245	119.1	23,037	41,390	4,154,399	101.3	11,500	18,979	.2257	.2733
REDDING	**118.9**	**139.6**	**17.4**	**55.5**	**24.2**	**2,142,428**	**126.5**	**21,158**	**38,602**	**1,341,338**	**110.6**	**14,249**	**24,168**	**.0563**	**.0705**
Shasta	118.9	139.6	17.4	55.5	24.2	2,142,428	126.5	21,158	38,602	1,341,338	110.6	14,249	24,168	.0563	.0705
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,593.2**	**1,819.9**	**14.2**	**680.0**	**19.7**	**27,702,350**	**127.9**	**21,393**	**40,739**	**13,319,799**	**105.3**	**11,422**	**19,588**	**.6759**	**.8405**
Riverside	681.5	792.1	16.2	304.4	21.2	12,106,697	132.0	20,785	39,772	6,325,649	108.3	12,092	20,781	.2977	.3763
San Bernardino	911.7	1,027.8	12.7	375.6	18.5	15,595,653	124.9	21,875	41,522	6,994,150	102.6	10,892	18,621	.3782	.4642
SACRAMENTO	**1,031.2**	**1,139.4**	**10.5**	**468.5**	**18.2**	**20,181,032**	**114.6**	**23,737**	**43,076**	**9,629,138**	**97.0**	**12,336**	**20,553**	**.5012**	**.5953**
Placer	120.7	142.6	18.1	55.4	24.8	1,916,192	91.0	22,590	34,588	1,089,316	90.3	12,895	19,663	.0560	.0625
Sacramento	795.4	870.9	9.5	363.4	17.5	16,412,928	118.4	24,302	45,165	7,628,300	98.1	12,447	20,991	.3964	.4759
Yolo	115.1	125.9	9.4	49.7	16.9	1,851,912	109.3	20,823	37,262	911,522	96.0	10,945	18,340	.0488	.0569
SALINAS - SEASIDE - MONTEREY	**295.0**	**317.7**	**7.7**	**109.8**	**12.2**	**4,629,407**	**93.3**	**24,459**	**42,162**	**2,259,562**	**83.0**	**12,611**	**20,579**	**.1301**	**.1421**
Monterey	295.0	317.7	7.7	109.8	12.2	4,629,407	93.3	24,459	42,162	2,259,562	83.0	12,611	20,579	.1301	.1421
SAN DIEGO	**1,904.9**	**2,161.0**	**13.4**	**832.7**	**20.2**	**34,544,060**	**121.1**	**22,564**	**41,484**	**16,274,565**	**101.4**	**11,670**	**19,544**	**.8483**	**1.0327**
San Diego	1,904.9	2,161.0	13.4	832.7	20.2	34,544,060	121.1	22,564	41,484	16,274,565	101.4	11,670	19,544	.8483	1.0327
SAN FRANCISCO - OAKLAND	**3,266.9**	**3,326.9**	**1.8**	**1,390.1**	**7.0**	**71,858,825**	**103.9**	**27,124**	**51,693**	**29,073,299**	**83.6**	**12,192**	**20,915**	**1.7490**	**1.9633**
Alameda	1,109.6	1,122.9	1.2	459.8	6.5	21,289,394	96.6	25,091	46,301	9,018,451	78.8	11,683	19,614	.5521	.6004
Contra Costa	666.0	717.3	7.7	285.2	14.8	14,676,148	111.9	27,887	51,459	5,591,797	92.7	11,679	19,607	.3393	.3977
Marin	224.1	229.8	2.5	100.1	10.1	5,868,210	103.7	31,688	58,623	2,238,843	88.4	13,072	22,366	.1359	.1545
San Francisco	676.2	652.7	-3.5	296.6	.8	14,566,353	99.3	24,446	49,111	6,102,516	76.0	11,596	20,575	.3685	.4000
San Mateo	591.0	604.2	2.2	248.4	8.4	15,458,720	112.1	31,806	62,233	6,121,692	89.0	14,133	24,644	.3532	.4107
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***5,230.0***	***5,498.3***	***5.1***	***2,226.0***	***10.3***	***116,805,650***	***110.9***	***27,551***	***52,473***	***48,107,250***	***90.3***	***12,579***	***21,612***	***2.7692***	***3.2144***
SAN JOSE	**1,314.1**	**1,429.9**	**8.8**	**545.5**	**15.8**	**34,244,556**	**129.1**	**31,726**	**62,776**	**13,653,234**	**103.4**	**14,248**	**25,029**	**.7355**	**.9190**
Santa Clara	1,314.1	1,429.9	8.8	545.5	15.8	34,244,556	129.1	31,726	62,776	13,653,234	103.4	14,248	25,029	.7355	.9190
SANTA BARBARA - SANTA MARIA - LOMPOC	**301.6**	**318.0**	**5.4**	**124.6**	**11.6**	**3,879,960**	**45.5**	**23,903**	**31,139**	**2,112,915**	**52.1**	**12,450**	**16,958**	**.1432**	**.1275**

Sacramento/Stockton ADI
Sacramento
Stockton
San Francisco

STOCKTON Metro No. 2
in the Sacramento-STOCKTON ADI
Ranked 21st Nationally

1st in metro FOOD SALES GROWTH

METRO AREA	'80 Total Food Sales ($000)	'76-'80 Food Sales GROWTH INDEX
Stockton	366,448	1.81
Sacramento	1,167,610	1.56

in SACRAMENTO-STOCKTON ADI

Dominated by ONE newspaper, the Stockton RECORD, reaching over 141,000 adults; maximum "outside" daily (S.F.Chron.) newspaper coverage less than 9%.

Sources: 1981 S&MM Survey of Buying Power; CIRCULATION '80/'81
ADVERTISING REPRESENTATIVES: GANNETT NEWSPAPER ADVERTISING SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
CA (cont.)															
Santa Barbara	301.6	318.0	5.4	124.6	11.6	3,879,960	45.5	23,903	31,139	2,112,915	52.1	12,450	16,958	.1432	.1275
SANTA CRUZ	193.4	227.6	17.7	89.4	20.6	2,784,804	91.0	19,671	31,150	1,662,560	87.7	11,956	18,597	.0847	.0942
Santa Cruz	193.4	227.6	17.7	89.4	20.6	2,784,804	91.0	19,671	31,150	1,662,560	87.7	11,956	18,597	.0847	.0942
SANTA ROSA	307.5	356.4	15.9	146.0	22.9	5,647,861	119.4	21,668	38,684	2,977,687	105.6	12,189	20,395	.1428	.1749
Sonoma	307.5	356.4	15.9	146.0	22.9	5,647,861	119.4	21,668	38,684	2,977,687	105.6	12,189	20,395	.1428	.1749
STOCKTON	352.3	381.0	8.1	145.3	14.0	6,139,987	113.3	22,575	42,257	2,854,688	93.1	11,596	19,647	.1560	.1826
San Joaquin	352.3	381.0	8.1	145.3	14.0	6,139,987	113.3	22,575	42,257	2,854,688	93.1	11,596	19,647	.1560	.1826
VALLEJO - FAIRFIELD - NAPA	341.5	385.1	12.8	144.4	19.5	5,054,408	93.4	21,639	35,003	2,403,030	87.3	10,618	16,641	.1419	.1572
Napa	100.8	110.9	10.0	43.9	16.8	1,093,890	61.7	17,997	24,918	644,159	68.0	10,195	14,673	.0395	.0386
Solano	240.7	274.2	13.9	100.5	20.8	3,960,518	104.4	23,286	39,408	1,758,871	95.6	10,810	17,501	.1024	.1186
VISALIA - TULARE - PORTERVILLE	250.8	282.3	12.6	96.9	17.0	3,522,232	116.3	19,664	36,349	1,939,848	100.1	11,706	20,019	.0970	.1156
Tulare	250.8	282.3	12.6	96.9	17.0	3,522,232	116.3	19,664	36,349	1,939,848	100.1	11,706	20,019	.0970	.1156
YUBA CITY	103.3	111.1	7.6	42.5	14.2	1,356,875	93.4	18,861	31,926	694,598	84.9	10,099	16,343	.0402	.0437
Sutter	53.1	58.4	10.0	22.4	16.1	708,138	77.0	20,725	31,613	370,263	76.6	10,864	16,530	.0222	.0230
Yuba	50.2	52.7	5.0	20.1	12.3	648,737	115.1	16,852	32,275	324,335	95.4	9,275	16,136	.0180	.0207
TOTAL METRO COUNTIES	22,754.5	24,400.9	7.2	9,379.7	12.1	434,853,217	109.2	24,846	46,361	196,698,517	90.1	12,366	20,971	10.9364	12.6172
TOTAL STATE	23,979.8	25,784.0	7.5	9,910.2	12.4	452,387,203	109.0	24,558	45,649	205,759,212	90.2	12,270	20,762	11.4244	13.1798
COLORADO															
COLORADO SPRINGS	323.3	362.7	12.2	136.5	19.6	3,891,006	72.2	19,805	28,506	2,373,614	75.9	11,825	17,389	.1324	.1359
El Paso	314.9	351.8	11.7	132.4	19.2	3,824,018	72.2	19,993	28,882	2,333,588	75.7	11,955	17,625	.1300	.1333
Teller	8.4	10.9	29.8	4.1	36.7	66,988	74.2	12,819	16,339	40,026	90.0	7,023	9,762	.0024	.0026
DENVER - BOULDER	1,648.6	1,847.9	12.1	747.4	19.0	27,533,979	80.3	24,315	36,840	14,503,763	79.7	12,851	19,406	.8160	.8613
Adams	250.7	285.5	13.9	107.8	23.2	4,332,761	111.6	23,405	40,193	2,446,066	101.3	13,891	22,691	.1160	.1382
Arapahoe	304.3	378.6	24.4	149.8	34.0	5,368,099	94.0	24,749	35,835	3,467,511	94.5	15,948	23,148	.1584	.1813
Boulder	193.9	223.8	15.4	87.9	23.1	2,798,327	59.5	24,570	31,835	1,568,830	70.8	12,864	17,848	.0939	.0923
Denver	488.2	468.2	-4.1	217.1	2.1	8,606,726	71.3	23,618	39,644	3,757,150	61.4	10,943	17,306	.2535	.2459
Douglas	26.6	32.3	21.4	10.2	22.9	306,205	111.4	17,449	30,020	84,956	103.5	5,030	8,329	.0076	.0090
Gilpin	2.5	3.1	24.0	1.4	40.0	23,137	80.8	12,797	16,526	8,439	93.9	4,352	6,028	.0007	.0007
Jefferson	382.4	456.4	19.4	173.2	27.8	6,098,724	73.0	26,011	35,212	3,170,811	77.9	13,154	18,307	.1859	.1939
FORT COLLINS	153.9	186.1	20.9	72.6	28.7	1,917,841	58.9	21,403	26,417	1,246,824	74.0	12,707	17,174	.0689	.0691
Larimer	153.9	186.1	20.9	72.6	28.7	1,917,841	58.9	21,403	26,417	1,246,824	74.0	12,707	17,174	.0689	.0691
GREELEY	126.0	143.7	14.0	53.4	21.1	1,324,101	54.4	19,452	24,796	636,907	63.9	8,810	11,927	.0469	.0448
Weid	126.0	143.7	14.0	53.4	21.1	1,324,101	54.4	19,452	24,796	636,907	63.9	8,810	11,927	.0469	.0448
PUEBLO	126.3	128.5	1.7	49.6	8.3	1,328,366	48.9	19,481	26,782	792,999	55.2	11,153	15,988	.0515	.0465
Pueblo	126.3	128.5	1.7	49.6	8.3	1,328,366	48.9	19,481	26,782	792,999	55.2	11,153	15,988	.0515	.0465
TOTAL METRO COUNTIES	2,378.1	2,668.9	12.2	1,059.5	19.2	35,995,293	75.7	23,061	33,974	19,554,107	77.1	12,422	18,456	1.1157	1.1576
TOTAL STATE	2,940.4	3,292.4	12.0	1,298.6	18.8	41,979,099	74.7	21,983	32,326	23,986,004	76.5	12,430	18,471	1.3415	1.3877
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	807.2	811.0	.5	300.2	6.0	19,365,062	99.4	34,289	64,507	6,532,940	80.1	12,803	21,762	.4512	.4981
Fairfield	807.2	811.0	.5	300.2	6.0	19,365,062	99.4	34,289	64,507	6,532,940	80.1	12,803	21,762	.4512	.4981
HARTFORD - NEW BRITAIN - BRISTOL	1,051.1	1,053.4	.2	399.8	6.3	19,448,930	99.3	25,951	48,647	7,738,772	80.8	11,383	19,357	.4939	.5418
Hartford	805.7	797.0	-1.1	306.5	4.9	15,165,830	97.3	26,292	49,481	6,120,403	78.3	11,745	19,969	.3889	.4220

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
CT (cont.)															
Middlesex	129.9	136.0	4.7	52.4	11.7	2,406,847	106.7	24,826	45,932	970,152	91.2	10,820	18,514	.0592	.0678
Tolland	115.5	120.4	4.2	40.9	10.8	1,876,253	106.0	24,682	45,874	648,217	90.2	9,236	15,849	.0458	.0520
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	761.4	765.5	.5	292.9	6.6	13,003,681	98.8	23,811	44,396	5,345,825	80.2	10,800	18,251	.3390	.3704
New Haven	761.4	765.5	.5	292.9	6.6	13,003,681	98.8	23,811	44,396	5,345,825	80.2	10,800	18,251	.3390	.3704
NEW LONDON - NORWICH	239.0	243.0	1.7	89.2	7.6	4,015,627	104.9	23,641	45,018	1,666,973	87.5	10,724	18,688	.1026	.1152
New London	239.0	243.0	1.7	89.2	7.6	4,015,627	104.9	23,641	45,018	1,666,973	87.5	10,724	18,688	.1026	.1152
TOTAL METRO COUNTIES	2,858.7	2,872.9	.5	1,082.1	6.4	55,833,300	99.6	27,507	51,597	21,284,510	80.9	11,567	19,670	1.3867	1.5255
TOTAL STATE	3,109.0	3,133.8	.8	1,180.2	6.7	60,176,877	100.0	27,197	50,989	22,894,561	81.5	11,401	19,399	1.4932	1.6463
DELAWARE															
WILMINGTON	526.3	536.3	1.9	199.0	8.2	6,803,191	51.8	24,352	34,187	3,499,007	55.0	12,270	17,583	.2396	.2181
New Castle	400.3	405.0	1.2	152.4	7.6	5,456,972	51.4	25,458	35,807	2,777,086	53.1	12,809	18,222	.1907	.1722
Cecil, Md.	*61.0*	*64.2*	*5.2*	*22.1*	*11.6*	*676,935*	*72.9*	*19,771*	*30,631*	*439,781*	*71.4*	*12,960*	*19,900*	*.0241*	*.0244*
Salem, N. J.	*65.0*	*67.1*	*3.2*	*24.5*	*8.4*	*669,284*	*38.1*	*21,437*	*27,318*	*282,140*	*50.7*	*8,285*	*11,516*	*.0248*	*.0215*
TOTAL METRO COUNTIES	400.3	405.0	1.2	152.4	7.6	5,456,972	51.4	25,458	35,807	2,777,086	53.1	12,809	18,222	.1907	.1722
TOTAL STATE	599.4	621.4	3.7	232.9	10.1	7,264,598	49.9	22,918	31,192	4,189,088	54.6	12,809	17,987	.2702	.2451
DISTRICT OF COLUMBIA															
WASHINGTON	3,071.3	3,141.1	2.3	1,217.5	7.8	56,410,834	68.5	29,648	46,333	25,389,544	64.0	13,707	20,854	1.6725	1.6325
District of Columbia	628.5	567.8	-9.7	238.8	-5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
Charles, Md.	*74.8*	*88.5*	*18.3*	*27.8*	*25.2*	*1,099,200*	*90.1*	*26,042*	*39,540*	*496,161*	*89.9*	*11,769*	*17,848*	*.0307*	*.0340*
Montgomery, Md.	*583.1*	*610.4*	*4.7*	*236.8*	*11.9*	*11,277,509*	*65.5*	*32,189*	*47,625*	*5,522,907*	*65.8*	*15,730*	*23,323*	*.3423*	*.3331*
Prince George's, Md.	*664.7*	*661.6*	*-.5*	*239.9*	*5.5*	*9,304,498*	*54.9*	*26,434*	*38,785*	*5,294,495*	*55.4*	*14,994*	*22,070*	*.3297*	*.3015*
Alexandria, Va.	*102.3*	*96.3*	*-5.9*	*49.9*	*1.0*	*1,749,217*	*29.6*	*27,332*	*35,054*	*1,100,506*	*40.6*	*15,850*	*22,054*	*.0706*	*.0564*
Arlington, Va.	*150.8*	*138.0*	*-8.5*	*69.6*	*-2.9*	*3,189,612*	*47.7*	*30,112*	*45,828*	*1,277,278*	*49.2*	*11,937*	*13,352*	*.0993*	*.0862*
Fairfax, Va.	*608.4*	*679.9*	*11.8*	*255.7*	*20.2*	*13,705,671*	*80.3*	*35,732*	*53,601*	*5,012,511*	*77.6*	*13,270*	*19,603*	*.3503*	*.3684*
Fairfax city, Va.	*19.1*	*17.1*	*-10.5*	*6.7*	*-2.9*	*367,874*	*47.4*	*36,172*	*54,907*	*536,695*	*47.3*	*52,798*	*80,104*	*.0198*	*.0172*
Falls Church, Va.	*9.4*	*9.0*	*-4.3*	*4.5*	*4.7*	*227,173*	*76.5*	*29,934*	*50,483*	*320,417*	*71.2*	*43,538*	*71,204*	*.0102*	*.0103*
Loudoun, Va.	*59.0*	*69.8*	*18.3*	*24.3*	*25.3*	*1,091,268*	*105.9*	*27,315*	*44,908*	*432,576*	*99.3*	*11,190*	*17,801*	*.0264*	*.0312*
Manassas, Va.	*15.9*	*18.8*	*18.2*	*6.8*	*28.3*	*331,208*	*90.9*	*32,743*	*48,707*	*220,221*	*88.6*	*22,032*	*32,385*	*.0099*	*.0109*
Manassas Park, Va.	*6.5*	*6.6*	*1.5*	*2.2*	*15.8*	*77,032*	*47.6*	*27,467*	*35,015*	*33,079*	*61.0*	*10,815*	*15,036*	*.0027*	*.0025*
Prince William, Va.	*148.8*	*177.3*	*19.2*	*54.5*	*21.4*	*2,073,481*	*54.7*	*29,849*	*38,046*	*1,187,673*	*68.7*	*15,676*	*21,792*	*.0717*	*.0697*
TOTAL METRO COUNTIES	628.5	567.8	-9.7	238.8	-5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
TOTAL STATE	628.5	567.8	-9.7	238.8	-5.1	11,917,091	83.3	25,824	49,904	3,955,025	64.1	9,575	16,562	.3089	.3111
FLORIDA															
BRADENTON	152.3	176.3	15.8	76.3	19.4	1,556,054	44.8	16,817	20,394	1,146,502	60.5	11,179	15,026	.0651	.0605
Manatee	152.3	176.3	15.8	76.3	19.4	1,556,054	44.8	16,817	20,394	1,146,502	60.5	11,179	15,026	.0651	.0605
DAYTONA BEACH	265.4	308.9	16.4	134.1	22.6	2,455,548	45.7	15,407	18,311	2,060,768	62.4	11,600	15,367	.1091	.1030
Volusia	265.4	308.9	16.4	134.1	22.6	2,455,548	45.7	15,407	18,311	2,060,768	62.4	11,600	15,367	.1091	.1030
FORT LAUDERDALE - HOLLYWOOD	1,042.8	1,222.5	17.2	535.2	24.0	16,482,653	73.9	21,959	30,797	10,932,907	78.1	14,217	20,428	.5431	.5668
Broward	1,042.8	1,222.5	17.2	535.2	24.0	16,482,653	73.9	21,959	30,797	10,932,907	78.1	14,217	20,428	.5431	.5668
FORT MYERS - CAPE CORAL	212.7	262.9	23.6	112.9	30.7	2,348,151	51.1	17,981	20,799	1,971,360	70.7	13,367	17,461	.0973	.0957
Lee	212.7	262.9	23.6	112.9	30.7	2,348,151	51.1	17,981	20,799	1,971,360	70.7	13,367	17,461	.0973	.0957
FORT WALTON BEACH	111.6	122.3	9.6	45.5	17.6	1,338,254	80.9	19,120	29,412	837,431	81.9	11,896	18,405	.0444	.0471
Okaloosa	111.6	122.3	9.6	45.5	17.6	1,338,254	80.9	19,120	29,412	837,431	81.9	11,896	18,405	.0444	.0471
GAINESVILLE	155.0	179.7	15.9	70.8	24.6	1,465,592	41.9	18,183	20,700	1,121,231	60.6	12,289	15,837	.0638	.0590
Alachua	155.0	179.7	15.9	70.8	24.6	1,465,592	41.9	18,183	20,700	1,121,231	60.6	12,289	15,837	.0638	.0590
JACKSONVILLE	746.9	806.1	7.9	308.5	14.1	7,414,243	46.0	18,792	24,033	5,206,183	55.5	12,389	16,876	.3095	.2815
Baker	15.7	18.9	20.4	5.7	29.5	112,915	49.9	17,117	19,810	77,402	71.0	10,285	13,579	.0049	.0048
Clay	69.8	88.3	26.5	30.0	32.2	690,430	82.4	16,677	23,014	653,561	92.0	14,994	21,785	.0271	.0304
Duval	574.7	595.0	3.5	233.8	10.1	5,672,433	37.3	19,458	24,262	3,875,054	46.3	12,467	16,574	.2465	.2116
Nassau	33.8	40.2	18.9	14.3	25.4	389,554	108.0	16,431	27,242	200,756	101.9	8,721	14,039	.0113	.0133
St. Johns	52.9	63.7	20.4	24.7	27.3	548,911	79.7	15,741	22,223	399,410	85.3	11,112	16,170	.0197	.0214
LAKELAND - WINTER HAVEN	328.0	372.6	13.6	142.6	20.8	3,711,175	66.4	18,896	26,025	2,521,435	69.9	12,580	17,682	.1363	.1368
Polk	328.0	372.6	13.6	142.6	20.8	3,711,175	66.4	18,896	26,025	2,521,435	69.9	12,580	17,682	.1363	.1368
MELBOURNE - TITUSVILLE - COCOA	276.1	296.4	7.4	121.7	16.0	4,069,245	107.7	18,678	33,437	2,291,595	92.8	11,328	18,830	.1150	.1321
Brevard	276.1	296.4	7.4	121.7	16.0	4,069,245	107.7	18,678	33,437	2,291,595	92.8	11,328	18,830	.1150	.1321
MIAMI	1,719.2	1,892.9	10.1	711.6	11.7	17,787,826	28.9	21,662	24,997	11,763,424	44.0	12,827	16,531	.7844	.6587
Dade	1,719.2	1,892.9	10.1	711.6	11.7	17,787,826	28.9	21,662	24,997	11,763,424	44.0	12,827	16,531	.7844	.6587
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,762.0*	*3,115.4*	*12.8*	*1,246.8*	*16.7*	*34,270,479*	*47.2*	*21,782*	*27,487*	*22,696,331*	*58.7*	*13,389*	*18,204*	*1.3275*	*1.2255*
OCALA	126.5	152.8	20.8	61.0	28.4	1,164,488	54.5	15,867	19,090	886,897	71.0	10,921	14,539	.0480	.0478
Marion	126.5	152.8	20.8	61.0	28.4	1,164,488	54.5	15,867	19,090	886,897	71.0	10,921	14,539	.0480	.0478
ORLANDO	719.4	843.7	17.3	326.1	24.2	8,508,741	59.9	20,261	26,092	5,879,159	70.2	13,154	18,029	.3170	.3148
Orange	481.2	545.6	13.4	213.1	20.7	5,758,158	50.8	21,616	27,021	3,839,349	60.6	[illegible]3,534	18,017	.2215	.2083
Osceola	51.1	63.1	23.5	24.4	25.8	417,834	56.1	13,793	17,124	359,384	72.4	[illegible]0,748	14,729	.0184	.0186
Seminole	187.1	235.0	25.6	88.6	33.0	2,332,749	88.8	18,550	26,329	1,680,426	96.4	12,847	18,966	.0771	.0879
PANAMA CITY	99.3	110.6	11.4	42.5	18.7	974,711	63.1	16,690	22,934	843,099	72.1	13,687	19,838	.0403	.0403
Bay	99.3	110.6	11.4	42.5	18.7	974,711	63.1	16,690	22,934	843,099	72.1	13,687	19,838	.0403	.0403

PALM BEACH COUNTY
STILL RIDES
THE CREST...
M.A. SIMMERER

as no.1 in florida with per capita and household EBI.

Palm Beach County has led the state in its ranking of average household spendable income and per person effective buying income for the past two years.* With a current household move-in rate of 45 new families every day and an average household income of $24,261 (exceeding by far the state average of $19,174)*, there is no doubt that Palm Beach County is riding the crest of market growth success again in 1981.

Keeping pace with this growth are Palm Beach County's only a.m. and p.m. newspaper buy

The Post & The Evening Times

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*Sources: S&MM Survey of Buying Power 1980 and 1981

represented nationally by Sawyer-Ferguson-Walker

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
FL (cont.)															
PENSACOLA	**293.3**	**316.1**	**7.8**	**117.2**	**14.7**	**2,294,528**	**27.9**	**17,555**	**19,578**	**1,718,822**	**46.8**	**11,456**	**14,666**	**.1114**	**.0945**
Escambia	235.9	249.0	5.6	93.2	12.4	1,811,347	25.0	17,486	19,435	1,483,624	44.7	12,371	15,919	.0924	.0770
Santa Rosa	57.4	67.1	16.9	24.0	24.4	483,181	40.2	17,851	20,133	235,198	62.0	7,523	9,800	.0190	.0175
SARASOTA	**208.3**	**247.9**	**19.0**	**114.2**	**24.1**	**2,600,015**	**65.3**	**17,093**	**22,767**	**2,163,212**	**76.8**	**13,299**	**18,942**	**.0996**	**.1022**
Sarasota	208.3	247.9	19.0	114.2	24.1	2,600,015	65.3	17,093	22,767	2,163,212	76.8	13,299	18,942	.0996	.1022
TALLAHASSEE	**163.5**	**190.2**	**16.3**	**74.9**	**24.6**	**1,966,675**	**61.0**	**20,323**	**26,257**	**1,238,831**	**71.7**	**12,005**	**16,540**	**.0704**	**.0701**
Leon	152.2	176.4	15.9	69.9	24.4	1,855,618	58.5	20,831	26,547	1,209,464	71.0	12,596	17,303	.0675	.0667
Wakulla	11.3	13.8	22.1	5.0	28.2	111,057	119.0	13,004	22,211	29,367	107.0	3,637	5,873	.0029	.0034
TAMPA - ST. PETERSBURG	**1,605.0**	**1,835.9**	**14.4**	**785.5**	**19.3**	**17,086,778**	**48.5**	**17,486**	**21,753**	**11,857,572**	**59.5**	**11,294**	**15,096**	**.6886**	**.6446**
Hillsborough	659.1	736.5	11.7	289.0	18.1	6,514,745	37.8	19,308	22,542	5,121,712	53.1	13,665	17,722	.2919	.2599
Pasco	202.7	259.0	27.8	112.2	31.1	1,593,848	58.2	11,772	14,205	1,007,231	75.2	6,715	8,977	.0634	.0656
Pinellas	743.2	840.4	13.1	384.3	17.2	8,978,185	55.5	17,617	23,362	5,728,629	63.1	10,718	14,907	.3333	.3191
WEST PALM BEACH - BOCA RATON	**589.6**	**699.7**	**18.7**	**305.9**	**26.1**	**10,614,962**	**80.3**	**24,261**	**34,701**	**5,598,582**	**81.1**	**12,741**	**18,302**	**.3098**	**.3312**
Palm Beach	589.6	699.7	18.7	305.9	26.1	10,614,962	80.3	24,261	34,701	5,598,582	81.1	12,741	18,302	.3098	.3312

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
FL (cont.)															
TOTAL METRO COUNTIES	8,814.9	10,037.5	13.9	4,086.5	19.6	103,839,639	54.3	19,686	25,410	70,039,010	63.9	12,501	17,139	3.9531	3.7867
TOTAL STATE	10,026.0	11,460.4	14.3	4,659.3	20.2	115,910,129	55.9	19,174	24,877	78,368,115	65.4	12,221	16,820	4.3988	4.2514
GEORGIA															
ALBANY	114.1	123.1	7.9	43.2	14.6	1,158,018	44.8	21,214	26,806	716,573	53.4	12,392	16,587	.0465	.0420
Dougherty	102.0	108.4	6.3	38.3	13.0	1,048,538	39.2	22,213	27,377	704,443	52.6	13,619	18,393	.0440	.0388
Lee	12.1	14.7	21.5	4.9	28.9	109,480	134.1	12,308	22,343	12,130	120.8	1,446	2,476	.0025	.0032
ATHENS	131.8	143.8	9.1	53.9	15.4	1,296,053	64.5	16,873	24,046	871,393	67.5	11,141	16,167	.0493	.0485
Clarke	75.2	79.8	6.1	30.9	13.6	808,681	55.6	19,111	26,171	689,975	64.3	15,436	22,329	.0340	.0322
Jackson	25.7	28.0	8.9	10.0	13.6	232,695	83.5	14,412	23,270	141,448	81.0	8,881	14,145	.0081	.0086
Madison	18.1	20.3	12.2	7.4	17.5	172,346	94.7	14,047	23,290	23,475	84.3	2,021	3,172	.0044	.0048
Oconee	12.8	15.7	22.7	5.6	27.3	82,331	55.8	12,010	14,702	16,495	73.1	2,166	2,946	.0028	.0029
ATLANTA	2,064.2	2,295.9	11.2	871.3	17.6	28,231,842	62.9	23,384	32,402	16,213,654	68.5	12,988	18,609	.9573	.9418
Butts	13.9	15.5	11.5	4.8	17.1	96,005	59.2	14,704	20,001	54,403	68.0	7,899	11,334	.0039	.0039
Cherokee	53.4	64.4	20.6	21.7	24.0	429,182	58.1	15,517	19,778	200,770	72.4	6,656	9,252	.0157	.0160
Clayton	154.5	182.6	18.2	66.0	25.7	2,516,159	99.8	23,986	38,124	1,654,382	98.3	15,889	25,066	.0741	.0859
Cobb	305.6	359.0	17.5	140.1	26.0	4,124,808	72.7	21,480	29,442	3,152,443	82.4	15,547	22,501	.1462	.1539
De Kalb	488.1	523.1	7.2	203.5	14.7	7,266,979	52.0	26,942	35,710	4,130,117	59.6	14,591	20,295	.2550	.2360
Douglas	56.7	70.9	25.0	23.0	29.9	522,034	61.0	18,318	22,697	301,576	77.9	9,578	13,112	.0192	.0198
Fayette	30.5	40.2	31.8	13.7	39.8	304,532	78.2	17,442	22,229	95,787	88.1	5,196	6,992	.0090	.0100
Forsyth	28.8	34.3	19.1	12.3	25.5	219,972	55.8	14,411	17,884	107,184	66.4	6,572	8,714	.0085	.0083
Fulton	588.9	580.4	−1.4	238.4	4.7	8,608,054	49.6	25,271	36,108	4,559,063	50.3	13,321	19,124	.3044	.2701
Gwinnett	174.6	226.3	29.6	79.7	36.7	2,434,503	99.3	20,947	30,546	1,142,626	102.6	9,672	14,337	.0665	.0788
Henry	37.3	44.3	18.8	15.3	26.4	404,438	69.2	19,753	26,434	146,614	77.7	6,820	9,583	.0124	.0129
Newton	35.1	39.2	11.7	13.3	17.7	284,883	53.5	16,419	21,420	180,124	65.7	9,619	13,543	.0116	.0112
Paulding	26.7	31.4	17.6	11.3	24.2	205,355	58.3	14,259	18,173	77,715	72.6	4,947	6,877	.0073	.0073
Rockdale	38.2	48.1	25.9	16.0	32.2	557,871	135.3	19,591	34,867	285,188	120.8	10,673	17,824	.0139	.0183
Walton	31.9	36.2	13.5	12.2	18.4	257,067	57.5	15,851	21,071	125,662	67.4	7,286	10,300	.0096	.0094
AUGUSTA	332.0	360.4	8.6	128.7	15.2	3,135,309	41.7	19,812	24,361	1,958,145	52.3	11,511	15,215	.1299	.1161
Columbia	41.6	51.6	24.0	17.8	31.9	339,885	47.2	17,101	19,095	165,740	70.9	7,185	9,311	.0130	.0128
Richmond	183.6	193.6	5.4	68.2	12.0	1,649,847	38.1	19,618	24,191	1,249,046	48.2	13,843	18,314	.0752	.0654
Aiken, S. C.	*106.8*	*115.2*	*7.9*	*42.7*	*14.5*	*1,145,577*	*45.5*	*21,111*	*26,829*	*543,359*	*57.2*	*9,269*	*12,725*	*.0417*	*.0379*
COLUMBUS	239.2	238.7	−.2	83.7	5.7	1,949,650	33.9	18,385	23,293	1,350,550	47.7	11,542	16,136	.0894	.0759
Chattahoochee	21.9	20.4	−6.8	2.9	−6.5	159,238	19.2	43,079	54,910	8,261	25.9	2,117	2,849	.0058	.0043
Muscogee	169.8	169.6	−.1	62.9	5.5	1,496,369	38.4	18,139	23,790	1,185,330	49.0	13,345	18,845	.0694	.0599
Russell, Ala.	*47.5*	*48.7*	*2.5*	*17.9*	*8.5*	*294,043*	*21.8*	*14,630*	*16,427*	*156,959*	*39.9*	*6,798*	*8,769*	*.0142*	*.0117*
MACON	256.9	272.8	6.2	99.4	12.6	2,263,189	42.1	18,059	22,769	1,682,927	54.1	12,369	16,931	.1003	.0899
Bibb	151.8	156.7	3.2	58.6	9.1	1,290,296	36.8	17,570	22,019	1,149,548	50.2	14,252	19,617	.0630	.0548
Houston	78.7	86.6	10.0	30.7	17.2	789,844	49.3	20,186	25,728	485,928	62.9	11,387	15,828	.0307	.0288
Jones	17.0	19.4	14.1	6.7	21.8	124,880	55.3	14,6[illegible]4	18,639	31,087	69.3	3,338	4,640	.0043	.0043
Twiggs	9.4	10.1	7.4	3.4	17.2	58,169	45.3	13,806	17,109	16,364	60.5	3,516	4,813	.0023	.0020
SAVANNAH	232.9	247.2	6.1	91.8	12.1	2,222,119	46.1	18,566	24,206	1,573,656	55.5	12,357	17,142	.0937	.0852
Bryan	10.5	12.6	20.0	4.1	24.2	69,743	58.4	13,345	17,010	37,605	72.7	6,598	9,172	.0028	.0028
Chatham	203.7	213.0	4.6	80.3	10.6	2,005,206	45.0	19,049	24,971	1,483,050	54.6	13,214	18,469	.0858	.0772
Effingham	18.7	21.6	15.5	7.4	23.3	147,170	57.2	15,602	19,888	53,001	71.5	5,152	7,162	.0051	.0052
TOTAL METRO COUNTIES	3,323.9	3,634.3	9.3	1,352.8	15.7	39,794,683	57.3	21,622	29,395	24,160,216	63.7	12,614	17,846	1.4464	1.3842
TOTAL STATE	5,536.4	6,010.7	8.6	2,201.5	14.8	58,233,364	57.7	19,250	26,452	36,169,379	63.9	11,510	16,429	2.1878	2.0979
HAWAII															
HONOLULU	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
Honolulu	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
TOTAL METRO COUNTIES	772.1	838.9	8.7	271.8	15.4	9,460,230	47.0	27,311	34,806	5,537,607	55.2	15,142	20,374	.3557	.3232
TOTAL STATE	979.1	1,081.3	10.4	353.6	17.2	11,696,536	49.0	26,031	33,078	7,146,823	58.2	14,981	20,212	.4425	.4088
IDAHO															
BOISE	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
Ada	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
TOTAL METRO COUNTIES	178.1	213.8	20.0	83.6	27.2	2,087,338	60.4	19,809	24,968	1,625,552	72.9	14,310	19,444	.0806	.0812
TOTAL STATE	963.9	1,102.1	14.3	401.0	20.1	10,261,856	60.0	19,206	25,591	6,691,992	68.7	11,879	16,688	.3844	.3791
ILLINOIS															
BLOOMINGTON - NORMAL	120.4	129.0	7.1	48.5	13.8	1,580,400	51.5	24,489	32,586	899,862	60.7	13,148	18,554	.0567	.0527
McLean	120.4	129.0	7.1	48.5	13.8	1,580,400	51.5	24,489	32,586	899,862	60.7	13,148	18,554	.0567	.0527
CHAMPAIGN - URBANA - RANTOUL	168.8	171.9	1.8	64.7	8.9	2,353,745	65.8	23,893	36,379	1,252,576	65.5	12,738	19,360	.0774	.0750
Champaign	168.8	171.9	1.8	64.7	8.9	2,353,745	65.8	23,893	36,379	1,252,576	65.5	12,738	19,360	.0774	.0750
CHICAGO	7,118.1	7,209.2	1.3	2,677.9	6.5	108,169,891	59.7	26,936	40,394	48,630,785	58.1	12,239	18,160	3.4454	3.2276
Cook	5,236.6	5,115.3	−2.3	1,938.4	2.6	74,527,740	53.7	25,667	38,448	33,170,881	51.5	11,594	17,113	2.4745	2.2299
Du Page	672.2	765.3	13.9	281.1	22.1	14,050,779	75.5	34,785	49,985	[illegible],688,042	75.9	16,518	23,792	.3977	.4119
Kane	281.2	299.3	6.4	107.0	12.0	4,260,768	64.9	27,051	39,820	2,453,555	67.3	15,354	22,930	.1413	.1384
Lake	446.2	482.6	8.2	164.5	14.9	8,815,294	85.9	33,113	53,588	3,500,879	77.6	13,763	21,282	.2311	.2458

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
IL (cont.)															
McHenry	150.9	172.9	14.6	60.9	20.6	2,352,115	79.9	25,896	38,623	1,179,652	80.9	12,913	19,370	.0696	.0737
Will	331.0	373.8	12.9	126.0	18.9	4,163,195	59.9	24,561	33,041	1,637,776	67.0	9,253	12,998	.1312	.1279
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	*7,885.5*	*7,987.5*	*1.3*	*2,957.5*	*6.6*	*117,098,527*	*57.7*	*26,765*	*39,594*	*52,804,56[illegible]*	*56.5*	*12,164*	*17,854*	*3.7859*	*3.5123*
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**400.8**	**3.8**	**153.6**	**9.4**	**4,893,071**	**41.7**	**24,590**	**31,856**	**2,763,653**	**52.2**	**12,930**	**17,993**	**.1852**	**.1627**
Henry	58.4	61.5	5.3	22.8	9.6	670,576	37.9	23,382	29,411	321,672	49.7	10,333	14,108	.0252	.0218
Rock Island	166.0	166.6	.4	65.4	6.0	2,075,494	35.1	24,897	31,735	1,125,253	45.8	12,512	17,206	.0807	.0678
Scott, Iowa	*161.7*	*172.7*	*6.8*	*65.4*	*13.0*	*2,147,001*	*50.1*	*24,697*	*32,829*	*1,316,728*	*58.9*	*14,309*	*20,133*	*.0793*	*.0731*
DECATUR	**131.9**	**135.2**	**2.5**	**52.8**	**8.0**	**1,773,691**	**54.9**	**23,422**	**33,593**	**977,230**	**58.5**	**12,605**	**18,508**	**.0623**	**.0575**
Macon	131.9	135.2	2.5	52.8	8.0	1,773,691	54.9	23,422	33,593	977,230	58.5	12,605	18,508	.0623	.0575
KANKAKEE	**103.7**	**108.0**	**4.1**	**39.2**	**10.1**	**1,252,182**	**52.0**	**23,136**	**31,943**	**639,136**	**55.1**	**11,576**	**16,304**	**.0446**	**.0407**
Kankakee	103.7	108.0	4.1	39.2	10.1	1,252,182	52.0	23,136	31,943	639,136	55.1	11,576	16,304	.0446	.0407
PEORIA	**368.1**	**383.3**	**4.1**	**145.7**	**9.7**	**4,708,292**	**45.7**	**24,340**	**32,315**	**2,723,445**	**53.9**	**13,327**	**18,692**	**.1763**	**.1575**
Peoria	201.1	205.1	2.0	79.7	7.4	2,438,620	38.8	23,670	30,597	1,592,462	49.2	14,380	19,981	.0991	.0855
Tazewell	133.2	141.0	5.9	53.0	12.1	1,846,204	55.5	25,099	34,834	937,934	61.5	12,279	17,697	.0624	.0586
Woodford	33.8	37.2	10.1	13.0	15.0	423,468	46.6	25,557	32,574	193,049	58.2	10,802	14,850	.0148	.0134
ROCKFORD	**280.1**	**284.0**	**1.4**	**107.5**	**7.1**	**4,192,332**	**67.0**	**25,002**	**38,998**	**1,883,573**	**63.4**	**11,485**	**17,522**	**.1295**	**.1255**
Boone	28.9	30.3	4.8	10.9	10.1	681,087	129.7	29,948	62,485	184,975	103.6	9,178	16,970	.0136	.0168
Winnebago	251.2	253.7	1.0	96.6	6.7	3,511,245	58.6	24,461	36,348	1,698,598	59.9	11,737	17,584	.1159	.1087
SPRINGFIELD	**189.3**	**199.3**	**5.3**	**81.9**	**11.3**	**2,823,653**	**77.7**	**21,593**	**34,477**	**1,642,429**	**74.4**	**12,794**	**20,054**	**.0898**	**.0921**
Menard	11.9	13.2	10.9	4.9	14.0	152,693	80.6	19,668	31,162	56,466	79[illegible]	7,318	11,524	.0044	.0046
Sangamon	177.4	186.1	4.9	77.0	11.1	2,670,960	77.5	21,713	34,688	1,585,963	74.2	13,134	20,597	.0854	.0875
TOTAL METRO COUNTIES	**9,269.4**	**9,404.7**	**1.5**	**3,513.1**	**6.8**	**136,193,735**	**59.0**	**26,050**	**38,767**	**63,534,233**	**58.3**	**12,205**	**18,085**	**4.4195**	**4.1334**
TOTAL STATE	**11,452.7**	**11,665.3**	**1.9**	**4,384.7**	**7.2**	**161,766,845**	**58.6**	**24,923**	**36,893**	**76,186,751**	**58.5**	**11,746**	**17,376**	**5.3059**	**4.9638**
INDIANA															
ANDERSON	**139.3**	**139.0**	**–.2**	**53.2**	**5.3**	**1,529,698**	**34.3**	**22,562**	**28,754**	**776,033**	**43.1**	**10,735**	**14,587**	**.0604**	**.0503**
Madison	139.3	139.0	–.2	53.2	5.3	1,529,698	34.3	22,562	28,754	776,033	43.1	10,735	14,587	.0604	.0503
BLOOMINGTON	**99.2**	**105.7**	**6.6**	**39.7**	**14.7**	**971,703**	**46.2**	**19,204**	**24,476**	**531,495**	**54.4**	**9,950**	**13,388**	**.0377**	**.0341**
Monroe	99.2	105.7	6.6	39.7	14.7	971,703	46.2	19,204	24,476	531,495	54.4	9,950	13,388	.0377	.0341
ELKHART	**138.2**	**144.1**	**4.3**	**53.8**	**10.0**	**1,492,115**	**34.0**	**22,771**	**27,734**	**939,148**	**45.9**	**13,159**	**17,456**	**.0628**	**.0532**
Elkhart	138.2	144.1	4.3	53.8	10.0	1,492,115	34.0	22,771	27,734	939,1[illegible]	45.9	13,159	17,456	.0628	.0532
EVANSVILLE	**311.7**	**327.3**	**5.0**	**128.0**	**10.5**	**3,310,688**	**46.6**	**19,502**	**25,865**	**1,967,[illegible]1**	**51.6**	**11,210**	**15,372**	**.1299**	**.1166**
Gibson	33.4	34.9	4.5	13.5	8.9	332,888	42.9	18,784	24,658	166,108	52.1	8,809	12,304	.0128	.0114
Posey	26.8	29.7	10.8	10.9	17.2	253,248	44.0	18,909	23,234	94,491	54.6	6,573	8,669	.0090	.0081
Vanderburgh	167.6	168.1	.3	69.3	6.8	1,740,875	42.0	18,897	25,121	1,226,413	47.1	12,846	17,697	.0744	.0645
Warrick	42.6	50.1	17.6	17.2	21.1	520,072	68.0	21,797	30,237	178,797	73.2	7,268	10,395	.0154	.0158
Henderson, Ky.	*41.3*	*44.5*	*7.7*	*17.1*	*14.0*	*463,605*	*47.8*	*20,913*	*27,111*	*301,852*	*58.2*	*12,719*	*17,652*	*.0183*	*.0168*
FORT WAYNE	**384.8**	**397.1**	**3.2**	**149.1**	**9.2**	**4,337,547**	**40.2**	**22,669**	**29,092**	**2,360,815**	**47.8**	**11,701**	**15,834**	**.1686**	**.1458**
Adams	29.9	31.4	5.0	10.7	9.2	261,018	25.9	21,163	24,394	147,207	40.4	10,699	13,758	.0115	.0095
Allen	295.6	304.1	2.9	115.8	9.1	3,410,800	39.1	23,106	29,454	1,929,195	47.2	12,356	16,660	.1343	.1154
De Kalb	33.8	35.2	4.1	12.7	9.5	316,910	39.5	19,579	24,954	162,066	50.0	9,314	12,761	.0126	.0109
Wells	25.5	26.4	3.5	9.9	10.0	348,819	67.5	23,138	35,234	122,347	66.9	8,147	12,358	.0102	.0100
GARY - HAMMOND - EAST CHICAGO	**643.9**	**652.0**	**1.3**	**232.1**	**7.0**	**6,485,221**	**21.4**	**24,628**	**27,941**	**3,468,639**	**33.2**	**12,003**	**14,945**	**.2847**	**.2221**
Lake	521.3	510.7	–2.0	182.6	3.5	4,822,964	15.2	23,740	26,413	2,922,962	29.5	12,796	16,007	.2313	.1735
Porter	122.6	141.3	15.3	49.5	22.2	1,662,257	44.0	28,495	33,581	545,677	57.6	8,549	11,024	.0534	.0486
INDIANAPOLIS	**1,171.4**	**1,203.2**	**2.7**	**459.9**	**8.3**	**13,418,927**	**36.4**	**23,161**	**29,178**	**7,437,227**	**42.8**	**12,265**	**16,171**	**.5354**	**.4522**
Boone	36.9	40.0	8.4	14.5	12.4	453,884	60.7	21,897	31,302	226,978	64.7	10,681	15,654	.0152	.0148
Hamilton	84.7	100.6	18.8	35.3	24.7	1,189,594	79.1	23,464	33,700	408,377	82.3	7,914	11,569	.0327	.0350
Hancock	44.6	49.3	10.5	16.9	14.2	534,351	56.4	23,090	31,618	162,028	60.0	6,844	9,587	.0165	.0157
Hendricks	70.9	79.5	12.1	27.4	18.1	791,420	41.4	24,123	28,884	286,439	53.7	8,031	10,454	.0274	.0246
Johnson	78.6	87.7	11.6	30.8	18.0	834,567	46.2	21,866	27,096	427,176	56.4	10,468	13,869	.0312	.0286
Marion	763.0	747.7	–2.0	299.8	4.1	8,542,094	26.2	23,519	28,493	5,458,810	36.3	13,913	18,208	.3778	.2995
Morgan	52.6	57.0	8.4	[illegible]	14.3	625,595	64.4	21,747	31,280	224,638	65.1	7,777	11,232	.0193	.0189
Shelby	40.1	41.4	3.2	[illegible]	8.6	447,422	68.1	19,010	29,436	242,779	67.4	10,358	15,972	.0153	.0151
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	*1,310.7*	*1,342.2*	*2.4*	*513.1*	*8.0*	*14,948,625*	*36.2*	*23,097*	*29,134*	*8,213,260*	*42.8*	*12,103*	*16,007*	*.5958*	*.5025*
KOKOMO	**103.9**	**105.5**	**1.5**	**40.5**	**7.7**	**1,297,006**	**38.3**	**24,943**	**32,025**	**662,762**	**47.0**	**11,987**	**16,36[illegible]**	**.0488**	**.0417**
Howard	87.1	88.7	1.8	34.0	7.9	1,104,435	37.6	25,487	32,483	598,386	47.0	12,924	17,600	.0423	.0361
Tipton	16.8	16.8	.0	6.5	6.6	192,571	42.6	22,136	29,626	64,376	47.6	7,149	9,904	.0065	.0056
LAFAYETTE - WEST LAFAYETTE	**122.2**	**127.9**	**4.7**	**46.3**	**11.8**	**1,228,130**	**38.2**	**21,463**	**26,525**	**722,583**	**48.0**	**11,796**	**15,607**	**.0504**	**.0435**
Tippecanoe	122.2	127.9	4.7	46.3	11.8	1,228,130	38.2	21,463	26,525	722,583	48.0	11,796	15,607	.0504	.0435
MUNCIE	**128.4**	**127.6**	**–.6**	**47.4**	**5.1**	**1,307,760**	**33.9**	**21,648**	**27,590**	**745,082**	**43.4**	**11,517**	**15,719**	**.0542**	**.0453**
Delaware	128.4	127.6	–.6	47.4	5.1	1,307,760	33.9	21,648	27,590	745,082	43.4	11,517	15,719	.0542	.0453
SOUTH BEND	**280.7**	**281.7**	**.4**	**107.4**	**6.3**	**3,076,125**	**42.0**	**21,453**	**28,642**	**1,664,191**	**47.5**	**11,169**	**15,495**	**.1193**	**.1034**
Marshall	39.5	42.0	6.3	15.5	11.5	507,893	65.5	22,083	32,767	278,333	67.0	11,993	17,957	.0171	.0168
St. Joseph	241.2	239.7	–.6	91.9	5.5	2,568,232	38.1	21,352	27,946	1,385,858	44.2	11,037	15,080	.1022	.0866
TERRE HAUTE	**176.8**	**178.1**	**.7**	**68.3**	**5.2**	**1,618,962**	**34.4**	**18,561**	**23,704**	**1,201,235**	**41.9**	**13,048**	**17,588**	**.0748**	**.0628**
Clay	25.0	25.8	3.2	9.9	6.5	283,095	50.8	20,187	28,595	149,133	55.2	10,332	15,064	.0103	.0094
Sullivan	21.2	21.8	2.8	8.5	6.3	227,492	43.2	19,864	26,764	81,461	50.6	6,761	9,584	.0078	.0069

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
IN (cont.)															
Vermillion	18.3	19.3	5.5	7.7	10.0	210,302	75.0	17,167	27,312	84,268	70.4	7,064	10,944	.0065	.0066
Vigo	112.3	111.2	–1.0	42.2	3.9	898,073	21.7	18,172	21,281	886,373	37.0	15,940	21,004	.0502	.0399
TOTAL METRO COUNTIES	**3,845.3**	**3,943.9**	**2.6**	**1,482.2**	**8.3**	**41,447,066**	**35.8**	**22,317**	**27,963**	**23,231,588**	**43.8**	**11,806**	**15,674**	**1.6796**	**1.4198**
TOTAL STATE	**5,512.9**	**5,679.3**	**3.0**	**2,123.1**	**8.6**	**57,534,416**	**37.7**	**21,374**	**27,099**	**31,330,969**	**45.4**	**11,020**	**14,757**	**2.3031**	**1.9702**
IOWA															
CEDAR RAPIDS	**170.4**	**174.5**	**2.4**	**68.4**	**8.9**	**2,172,758**	**47.9**	**23,397**	**31,765**	**1,287,569**	**55.1**	**13,223**	**18,824**	**.0812**	**.0730**
Linn	170.4	174.5	2.4	68.4	8.9	2,172,758	47.9	23,397	31,765	1,287,569	55.1	13,223	18,824	.0812	.0730
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**400.8**	**3.8**	**153.6**	**9.4**	**4,893,071**	**41.7**	**24,590**	**31,856**	**2,763,653**	**52.2**	**12,930**	**17,993**	**.1852**	**.1627**
Scott	161.7	172.7	6.8	65.4	13.0	2,147,001	50.1	24,697	32,829	1,316,728	58.9	14,309	20,133	.0793	.0731
Henry, Ill.	*58.4*	*61.5*	*5.3*	*22.8*	*9.6*	*670,576*	*37.9*	*23,382*	*29,411*	*321,672*	*49.7*	*10,333*	*14,108*	*.0252*	*.0218*
Rock Island, Ill.	*166.0*	*166.6*	*.4*	*65.4*	*6.0*	*2,075,494*	*35.1*	*24,897*	*31,735*	*1,125,253*	*45.8*	*12,512*	*17,206*	*.0807*	*.0678*
DES MOINES	**340.4**	**355.9**	**4.6**	**142.3**	**10.7**	**4,221,806**	**38.9**	**23,637**	**29,668**	**2,832,050**	**47.8**	**14,904**	**19,902**	**.1731**	**.1493**
Polk	304.9	316.1	3.7	128.3	9.8	3,846,541	37.9	23,880	29,981	2,676,677	47.0	15,590	20,863	.1601	.1371
Warren	35.5	39.8	12.1	14.0	18.6	375,265	49.7	21,237	26,805	155,373	62.3	8,114	11,098	.0130	.0122
DUBUQUE	**94.1**	**96.5**	**2.6**	**33.6**	**9.8**	**1,199,868**	**55.3**	**25,243**	**35,710**	**754,837**	**60.0**	**15,420**	**22,465**	**.0441**	**.0411**
Dubuque	94.1	96.5	2.6	33.6	9.8	1,199,868	55.3	25,243	35,710	754,837	60.0	15,420	22,465	.0441	.0411
IOWA CITY	**82.5**	**87.9**	**6.5**	**35.2**	**13.9**	**882,471**	**45.0**	**19,698**	**25,070**	**621,957**	**58.2**	**12,721**	**17,669**	**.0363**	**.0330**
Johnson	82.5	87.9	6.5	35.2	13.9	882,471	45.0	19,698	25,070	621,957	58.2	12,721	17,669	.0363	.0330
SIOUX CITY	**117.8**	**119.3**	**1.3**	**45.9**	**7.0**	**1,321,615**	**42.1**	**21,675**	**28,793**	**812,593**	**50.0**	**12,629**	**17,704**	**.0528**	**.0460**
Woodbury	100.9	100.5	–.4	38.9	5.1	1,070,794	34.0	21,595	27,527	682,906	44.6	12,766	17,555	.0455	.0381
Dakota, Neb.	*16.9*	*18.8*	*11.2*	*7.0*	*18.6*	*250,821*	*91.7*	*22,179*	*35,832*	*129,687*	*86.8*	*11,769*	*18,527*	*.0073*	*.0079*
WATERLOO - CEDAR FALLS	**138.6**	**142.7**	**3.0**	**53.6**	**9.4**	**1,765,700**	**48.6**	**24,252**	**32,942**	**1,152,310**	**55.8**	**15,097**	**21,498**	**.0679**	**.0614**
Black Hawk	138.6	142.7	3.0	53.6	9.4	1,765,700	48.6	24,252	32,942	1,152,310	55.8	15,097	21,498	.0679	.0614
TOTAL METRO COUNTIES	**1,175.2**	**1,217.7**	**3.6**	**470.6**	**10.0**	**14,316,040**	**43.6**	**23,299**	**30,421**	**9,155,047**	**52.5**	**14,030**	**19,454**	**.5642**	**.4992**
TOTAL STATE	**2,924.5**	**2,999.3**	**2.6**	**1,157.0**	**8.3**	**34,481,687**	**46.1**	**22,101**	**29,803**	**19,913,234**	**53.6**	**12,139**	**17,211**	**1.3092**	**1.1682**

KMEG-TV takes you right to fast-food customers within buying distance.

Consumers in the Sioux City ADI spend about $165 million eating out.* And 58% of those dollars are spent in the 13-county Retail Trade Area. If that's where your restaurants are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

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*S&MM 1980 Retail Sales Estimates.

Your market within the market.
Retail Trade Area within Sioux City ADI.

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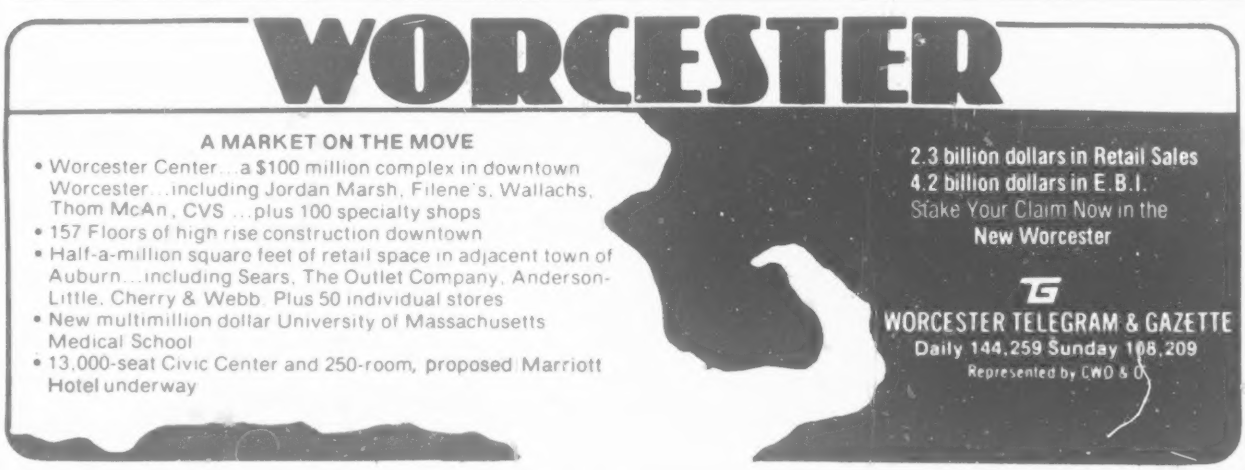
A MEGAWATT OF SALES POWER FOR SIOUX CITY
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
KANSAS															
LAWRENCE	**68.4**	**74.2**	**8.5**	**28.3**	**16.0**	**978,151**	**94.3**	**20,630**	**34,564**	**495,775**	**86.6**	**10,887**	**17,519**	**.0282**	**.0310**
Douglas	68.4	74.2	8.5	28.3	16.0	978,151	94.3	20,630	34,564	495,775	86.6	10,887	17,519	.0282	.0310
TOPEKA	**186.1**	**190.5**	**2.4**	**76.5**	**8.2**	**2,783,749**	**75.4**	**22,442**	**36,389**	**1,407,943**	**69.9**	**11,723**	**18,404**	**.0858**	**.0863**
Jefferson	15.5	17.5	12.9	6.3	16.7	163,730	80.7	16,781	25,989	41,717	79.1	4,314	6,622	.0046	.0049
Osage	15.5	16.7	7.7	6.4	12.3	191,369	93.7	17,332	29,901	63,633	82.5	6,118	9,943	.0052	.0056
Shawnee	155.1	156.3	.8	63.8	7.0	2,428,650	73.8	23,444	38,067	1,302,593	69.0	12,931	20,417	.0760	.0758
WICHITA	**413.5**	**428.2**	**3.6**	**171.9**	**9.8**	**8,216,937**	**101.3**	**26,076**	**47,801**	**3,835,906**	**83.6**	**13,353**	**22,315**	**.2136**	**.2379**
Butler	45.3	49.5	9.3	18.8	14.6	865,585	121.5	23,825	46,042	328,155	101.7	9,922	17,455	.0198	.0241
Sedgwick	368.2	378.7	2.9	153.1	9.3	7,351,352	99.2	26,340	48,017	3,507,751	82.0	13,755	22,912	.1938	.2138
TOTAL METRO COUNTIES	**1,113.6**	**1,160.4**	**4.2**	**459.6**	**10.7**	**21,670,579**	**95.4**	**26,717**	**47,151**	**10,356,761**	**82.9**	**13,641**	**22,534**	**.5793**	**.6344**
TOTAL STATE	**2,374.9**	**2,461.7**	**3.7**	**969.2**	**9.4**	**40,910,781**	**96.1**	**23,559**	**42,211**	**18,913,388**	**83.4**	**11,641**	**19,514**	**1.1033**	**1.2084**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**153.0**	**172.7**	**12.9**	**58.0**	**20.1**	**1,786,679**	**82.9**	**20,225**	**30,805**	**1,022,995**	**79.5**	**11,801**	**17,638**	**.0581**	**.0617**
Christian	67.8	74.7	10.2	23.3	15.9	524,406	34.8	19,355	22,507	378,625	53.4	12,277	16,250	.0244	.0216
Montgomery, Tenn.	*85.2*	*98.0*	*15.0*	*34.7*	*23.0*	*1,262,273*	*114.7*	*20,846*	*36,377*	*644,370*	*99.4*	*11,461*	*18,570*	*.0337*	*.0401*
HUNTINGTON - ASHLAND	**313.3**	**326.0**	**4.1**	**123.3**	**9.6**	**3,115,514**	**46.0**	**18,962**	**25,268**	**1,879,207**	**51.8**	**11,001**	**15,241**	**.1249**	**.1116**
Boyd	55.8	58.0	3.9	22.4	10.3	598,793	40.6	20,973	26,732	438,396	51.7	14,233	19,571	.0256	.0224
Greenup	39.6	42.9	8.3	15.0	13.6	365,176	44.9	19,098	24,345	112,581	52.9	5,577	7,505	.0127	.0116
Lawrence, Ohio	*64.4*	*68.4*	*6.2*	*25.1*	*12.1*	*468,893*	*38.1*	*15,157*	*18,681*	*317,024*	*52.4*	*9,288*	*12,630*	*.0215*	*.0191*
Cabell, W. Va.	*106.8*	*105.6*	*-1.1*	*42.3*	*4.2*	*1,114,411*	*33.9*	*20,492*	*26,345*	*799,996*	*43.9*	*13,689*	*18,912*	*.0497*	*.0414*
Wayne, W. Va.	*46.7*	*51.1*	*9.4*	*18.5*	*15.6*	*568,241*	*100.1*	*17,746*	*30,716*	*211,210*	*89.8*	*6,955*	*11,417*	*.0154*	*.0171*
LEXINGTON-FAYETTE	**322.2**	**349.8**	**8.6**	**134.5**	**15.2**	**3,473,296**	**40.5**	**21,170**	**25,824**	**2,609,784**	**56.0**	**14,320**	**19,404**	**.1484**	**.1325**
Bourbon	19.5	20.3	4.1	7.5	8.7	193,819	37.5	20,426	25,843	86,669	50.5	8,347	11,556	.0074	.0064
Clark	28.7	31.1	8.4	11.4	12.9	256,368	43.9	17,645	22,488	224,006	56.9	14,136	19,650	.0118	.0107
Fayette	206.4	222.2	7.7	89.2	15.2	2,409,689	38.9	22,409	27,014	2,035,002	55.5	16,912	22,814	.1066	.0946
Jessamine	27.4	31.7	15.7	10.8	21.3	263,730	54.7	19,159	24,419	128,387	68.7	8,552	11,888	.0095	.0092
Scott	22.2	24.7	11.3	8.5	14.9	182,318	34.4	18,325	21,449	72,540	51.0	6,493	8,534	.0071	.0062
Woodford	18.0	19.8	10.0	7.1	16.4	167,372	48.3	18,498	23,574	63,180	61.8	6,402	8,899	.0060	.0054
LOUISVILLE	**909.1**	**931.7**	**2.5**	**356.9**	**8.5**	**10,155,357**	**39.1**	**22,184**	**28,454**	**5,874,364**	**47.0**	**12,150**	**16,459**	**.4051**	**.3484**
Bullitt	44.7	54.0	20.8	16.8	25.4	416,982	82.3	17,071	24,820	93,151	81.8	3,823	5,545	.0119	.0129
Jefferson	683.8	678.6	-.8	268.3	5.8	7,946,633	34.8	23,239	29,618	4,744,789	43.9	12,998	17,685	.3247	.2711
Oldham	29.2	37.1	27.1	11.3	32.9	231,048	54.9	17,545	20,447	126,449	72.3	8,634	11,190	.0089	.0091
Clark, Ind.	*89.8*	*97.1*	*8.1*	*36.3*	*14.5*	*911,920*	*52.2*	*18,899*	*25,122*	*623,597*	*58.4*	*12,416*	*17,179*	*.0367*	*.0342*
Floyd, Ind.	*61.6*	*64.9*	*5.4*	*24.2*	*11.0*	*648,774*	*51.5*	*19,640*	*26,809*	*286,378*	*56.5*	*8,392*	*11,834*	*.0229*	*.0211*
OWENSBORO	**86.5**	**89.9**	**3.9**	**34.1**	**10.7**	**962,162**	**45.4**	**21,484**	**28,216**	**698,304**	**56.5**	**14,490**	**20,478**	**.0398**	**.0358**
Daviess	86.5	89.9	3.9	34.1	10.7	962,162	45.4	21,484	28,216	698,304	56.5	14,490	20,478	.0398	.0358
TOTAL METRO COUNTIES	**1,639.0**	**1,708.5**	**4.2**	**645.0**	**10.3**	**17,722,119**	**39.0**	**21,796**	**27,476**	**11,259,539**	**50.6**	**12,783**	**17,457**	**.7275**	**.6331**
TOTAL STATE	**3,698.4**	**3,952.6**	**6.9**	**1,449.7**	**12.5**	**33,949,311**	**42.1**	**18,531**	**23,418**	**22,394,556**	**54.2**	**11,271**	**15,448**	**1.4333**	**1.2842**
LOUISIANA															
ALEXANDRIA	**153.6**	**164.5**	**7.1**	**58.5**	**13.4**	**1,806,382**	**91.1**	**18,323**	**30,878**	**966,884**	**80.9**	**10,359**	**16,528**	**.0563**	**.0604**
Grant	16.9	18.5	9.5	6.8	15.3	121,547	48.5	13,875	17,875	37,566	58.4	4,020	5,524	.0045	.0042
Rapides	136.7	146.0	6.8	51.7	13.1	1,684,835	95.1	16,898	32,589	929,318	81.9	11,177	17,975	.0518	.0562
BATON ROUGE	**503.5**	**569.2**	**13.0**	**203.8**	**20.4**	**8,287,283**	**102.2**	**24,207**	**40,664**	**4,192,270**	**91.0**	**12,964**	**20,571**	**.2253**	**.2572**
Ascension	51.2	58.5	14.3	19.3	20.6	525,267	64.6	19,942	27,216	342,236	68.7	12,682	17,732	.0196	.0195
East Baton Rouge	372.6	417.5	12.1	153.7	19.8	6,987,220	110.6	25,863	45,460	3,586,088	95.0	14,335	23,332	.1812	.2126
Livingston	60.4	72.6	20.2	24.2	26.7	565,731	61.3	18,360	23,377	202,242	70.4	6,214	8,357	.0187	.0189
West Baton Rouge	19.3	20.6	6.7	6.6	11.9	209,065	89.7	18,675	31,677	61,704	81.4	5,767	9,349	.0058	.0062
LAFAYETTE	**153.1**	**174.7**	**14.1**	**64.5**	**23.3**	**2,780,544**	**118.8**	**24,304**	**43,109**	**1,667,063**	**103.6**	**15,657**	**25,846**	**.0738**	**.0898**
Lafayette	153.1	174.7	14.1	64.5	23.3	2,780,544	118.8	24,304	43,109	1,667,063	103.6	15,657	25,846	.0738	.0898
LAKE CHARLES	**168.9**	**180.9**	**7.1**	**65.8**	**14.0**	**2,363,208**	**89.6**	**21,601**	**35,915**	**1,356,757**	**82.6**	**12,874**	**20,619**	**.0722**	**.0779**
Calcasieu	168.9	180.9	7.1	65.8	14.0	2,363,208	89.6	21,601	35,915	1,356,757	82.6	12,874	20,619	.0722	.0779
MONROE	**140.9**	**153.1**	**8.7**	**55.7**	**15.1**	**1,448,503**	**51.0**	**19,821**	**26,005**	**980,103**	**60.7**	**12,600**	**17,596**	**.0576**	**.0541**
Ouachita	140.9	153.1	8.7	55.7	15.1	1,448,503	51.0	19,821	26,005	980,103	60.7	12,600	17,596	.0576	.0541
NEW ORLEANS	**1,199.0**	**1,274.3**	**6.3**	**482.4**	**12.7**	**16,789,392**	**69.5**	**23,144**	**34,804**	**8,324,114**	**67.5**	**11,613**	**17,256**	**.5324**	**.5280**
Jefferson	463.7	524.7	13.2	195.4	21.1	7,431,048	73.3	26,578	38,030	4,051,489	74.1	14,430	20,734	.2311	.2372
Orleans	555.7	538.6	-3.1	213.8	2.7	7,409,399	65.8	21,462	34,656	3,344,617	58.6	10,131	15,644	.2374	.2250
St. Bernard	65.1	71.7	10.1	24.9	17.5	838,374	75.9	22,488	33,670	315,366	73.6	8,567	12,665	.0245	.0252
St. Tammany	114.5	139.3	21.7	48.3	29.8	1,113,571	65.5	18,040	22,993	612,642	74.7	9,426	12,684	.0394	.0406
SHREVEPORT	**379.6**	**401.0**	**5.6**	**151.7**	**11.9**	**5,185,594**	**87.9**	**20,347**	**34,183**	**2,790,680**	**78.6**	**11,524**	**18,396**	**.1579**	**.1675**
Bossier	81.7	89.4	9.4	32.0	16.8	1,155,713	110.5	20,036	36,116	435,091	93.1	8,221	13,597	.0293	.0339
Caddo	254.0	266.1	4.8	102.4	10.9	3,709,715	87.4	21,443	36,228	2,135,691	79.4	12,896	20,856	.1138	.1208
Webster	43.9	45.5	3.6	17.3	8.8	320,166	38.7	14,520	18,507	219,898	49.5	9,253	12,711	.0148	.0128
TOTAL METRO COUNTIES	**2,698.6**	**2,917.7**	**8.1**	**1,082.4**	**14.8**	**38,660,906**	**82.5**	**22,468**	**35,718**	**20,277,871**	**77.4**	**12,126**	**18,734**	**1.1755**	**1.2349**
TOTAL STATE	**4,251.2**	**4,567.0**	**7.4**	**1,648.3**	**14.1**	**53,783,830**	**79.9**	**20,690**	**32,630**	**28,237,446**	**75.7**	**11,123**	**17,131**	**1.6952**	**1.7610**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MAINE															
BANGOR	**137.9**	**144.4**	**4.7**	**52.0**	**11.1**	**1,283,403**	**44.7**	**18,958**	**24,681**	**937,006**	**54.6**	**12,954**	**18,019**	**.0554**	**.0499**
Penobscot	137.9	144.4	4.7	52.0	11.1	1,283,403	44.7	18,958	24,681	937,006	54.6	12,954	18,019	.0554	.0499
LEWISTON - AUBURN	**100.2**	**105.1**	**4.9**	**39.7**	**10.9**	**944,573**	**57.0**	**16,809**	**23,793**	**659,022**	**61.4**	**11,405**	**16,600**	**.0381**	**.0360**
Androscoggin	100.2	105.1	4.9	39.7	10.9	944,573	57.0	16,809	23,793	659,022	61.4	11,405	16,600	.0381	.0360
PORTLAND	**246.5**	**260.8**	**5.8**	**101.6**	**12.3**	**3,070,001**	**65.4**	**20,515**	**30,217**	**2,080,646**	**65.5**	**13,888**	**20,479**	**.1119**	**.1092**
Cumberland	217.3	228.9	5.3	89.7	11.8	2,659,877	60.0	20,734	29,653	1,958,505	64.0	14,894	21,834	.1021	.0978
Sagadahoc	29.2	31.9	9.2	11.9	15.5	410,124	111.7	18,806	34,464	122,141	96.1	6,048	10,264	.0098	.0114
TOTAL METRO COUNTIES	**626.8**	**667.7**	**6.5**	**253.1**	**12.9**	**6,991,736**	**64.0**	**19,021**	**27,624**	**4,584,234**	**65.3**	**12,372**	**18,112**	**.2588**	**.2520**
TOTAL STATE	**1,134.3**	**1,205.4**	**6.3**	**454.8**	**12.7**	**11,967,411**	**60.1**	**18,535**	**26,314**	**7,497,441**	**63.8**	**11,349**	**16,485**	**.4475**	**.4298**
MARYLAND															
BALTIMORE	**2,180.6**	**2,218.1**	**1.7**	**826.7**	**7.6**	**28,907,433**	**72.7**	**21,796**	**34,967**	**15,776,955**	**67.2**	**12,289**	**19,084**	**.9454**	**.9379**
Anne Arundel	376.8	415.7	10.3	146.5	17.6	3,857,179	48.0	20,911	26,329	2,737,315	58.9	13,826	18,685	.1583	.1468
Baltimore	657.7	671.6	2.1	264.8	9.5	10,901,196	73.5	25,972	41,168	6,851,128	69.2	16,740	25,873	.3565	.3565
Baltimore city	776.1	704.5	-9.2	266.6	-4.8	7,730,428	55.3	17,783	28,996	3,542,691	48.0	8,554	13,288	.2796	.2476
Carroll	98.6	113.6	15.2	38.1	20.6	1,375,598	117.7	19,995	36,105	651,100	103.2	10,141	17,089	.0359	.0435
Harford	148.3	164.3	10.6	56.0	17.2	2,552,266	127.2	23,500	45,576	1,027,154	106.6	10,402	18,342	.0594	.0735
Howard	123.1	148.4	20.6	54.7	29.6	2,490,766	122.6	26,514	45,535	967,567	113.2	10,757	17,689	.0557	.0700
CUMBERLAND	**107.7**	**106.6**	**–1.0**	**40.6**	**3.3**	**1,045,239**	**72.2**	**15,446**	**25,745**	**657,948**	**67.5**	**9,997**	**16,206**	**.0385**	**.0377**
Allegany	80.1	77.1	-3.7	29.9	.7	832,227	81.1	15,477	27,834	581,596	69.2	11,572	19,451	.0304	.0304
Mineral, W. Va.	27.6	29.5	6.9	10.7	11.5	213,012	44.6	15,350	19,908	76,352	55.3	5,122	7,136	.0081	.0073
HAGERSTOWN	**113.6**	**117.4**	**3.3**	**44.4**	**9.4**	**1,200,321**	**56.7**	**18,866**	**27,034**	**933,929**	**61.8**	**14,215**	**21,034**	**.0490**	**.0462**
Washington	113.6	117.4	3.3	44.4	9.4	1,200,321	56.7	18,866	27,034	933,929	61.8	14,215	21,034	.0490	.0462
TOTAL METRO COUNTIES	**3,757.9**	**3,837.3**	**2.1**	**1,427.6**	**8.2**	**53,298,123**	**67.8**	**24,072**	**37,334**	**29,045,824**	**64.9**	**13,352**	**20,346**	**1.7516**	**1.7075**
TOTAL STATE	**4,236.8**	**4,363.2**	**3.0**	**1,618.4**	**9.0**	**59,233,782**	**70.1**	**23,450**	**36,600**	**32,656,581**	**66.9**	**13,180**	**20,178**	**1.9382**	**1.9127**
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,658.5**	**3,639.3**	**–.5**	**1,375.5**	**5.0**	**62,750,986**	**92.2**	**24,929**	**45,620**	**27,915,941**	**76.2**	**12,102**	**20,295**	**1.7121**	**1.8219**
Essex	633.4	631.8	–.3	243.2	5.4	11,008,919	94.6	24,522	45,267	5,257,743	77.0	12,875	21,619	.3035	.3257
Middlesex	1,364.0	1,345.0	–1.4	502.1	4.5	23,296,406	89.6	25,558	46,398	10,334,837	74.0	12,359	20,583	.6425	.6754
Norfolk	606.6	606.6	.0	223.8	6.3	12,241,423	89.0	30,763	54,698	4,459,035	74.3	12,152	19,924	.3110	.3287
Plymouth	411.7	453.8	10.2	157.7	16.1	6,446,578	106.1	23,033	40,879	3,322,650	92.6	12,704	21,069	.1758	.2021
Suffolk	642.8	602.1	–6.3	248.7	–1.2	9,757,660	91.4	20,245	39,235	4,541,676	71.2	10,533	18,262	.2793	.2900
NEW BEDFORD - FALL RIVER	**477.3**	**494.8**	**3.7**	**184.2**	**8.9**	**6,263,757**	**90.6**	**19,424**	**34,005**	**3,568,966**	**79.0**	**11,784**	**19,375**	**.1943**	**.2072**
Bristol	477.3	494.8	3.7	184.2	8.9	6,263,757	90.6	19,424	34,005	3,568,966	79.0	11,784	19,375	.1943	.2072
PITTSFIELD	**144.5**	**141.4**	**–2.1**	**54.7**	**3.6**	**2,299,955**	**88.8**	**23,078**	**42,047**	**1,217,857**	**77.8**	**12,974**	**22,264**	**.0675**	**.0710**
Berkshire	144.5	141.4	–2.1	54.7	3.6	2,299,955	88.8	23,078	42,047	1,217,857	77.8	12,974	22,264	.0675	.0710
SPRINGFIELD - CHICOPEE - HOLYOKE	**581.9**	**581.4**	**–.1**	**215.7**	**5.5**	**8,226,205**	**83.7**	**21,908**	**38,137**	**4,386,998**	**73.6**	**12,365**	**20,338**	**.2528**	**.2608**
Hampden	441.9	433.9	–1.8	164.9	3.6	6,693,253	88.7	22,278	40,590	3,550,251	74.7	12,765	21,530	.1996	.2085
Hampshire	140.0	147.5	5.4	50.8	12.4	1,532,952	64.6	20,607	30,176	836,747	68.9	10,958	16,471	.0532	.0523
WORCESTER - FITCHBURG - LEOMINSTER	**647.5**	**654.5**	**1.1**	**244.2**	**7.0**	**10,688,389**	**98.6**	**23,583**	**43,769**	**5,104,831**	**81.6**	**12,316**	**20,904**	**.2922**	**.3196**
Worcester	647.5	654.5	1.1	244.2	7.0	10,688,389	98.6	23,583	43,769	5,104,831	81.6	12,316	20,904	.2922	.3196
TOTAL METRO COUNTIES	**5,509.7**	**5,511.4**	**.0**	**2,074.3**	**5.6**	**90,229,292**	**91.9**	**23,934**	**43,499**	**42,194,593**	**76.8**	**12,150**	**20,342**	**2.5189**	**2.6805**
TOTAL STATE	**5,741.1**	**5,776.0**	**.6**	**2,185.8**	**6.3**	**93,361,090**	**91.8**	**23,677**	**42,713**	**44,678,220**	**77.4**	**12,252**	**20,440**	**2.6267**	**2.7985**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- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn…including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
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- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway

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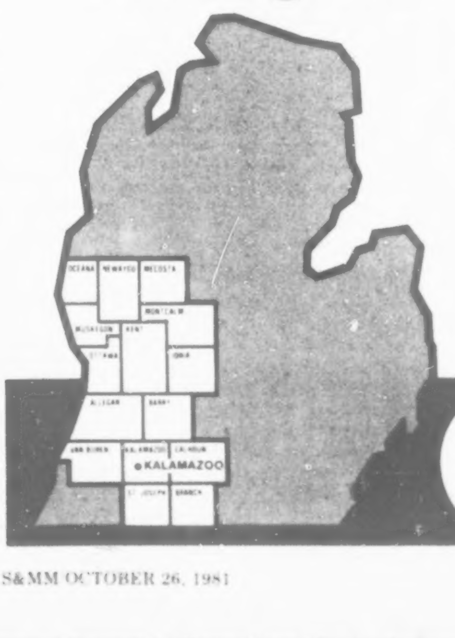
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MICHIGAN															
ANN ARBOR	**267.4**	**283.8**	**6.1**	**107.6**	**13.1**	**3,476,776**	**34.0**	**27,283**	**32,312**	**1,759,113**	**46.9**	**12,588**	**16,349**	**.1321**	**.1117**
Washtenaw	267.4	283.8	6.1	107.6	13.1	3,476,776	34.0	27,283	32,312	1,759,113	46.9	12,588	16,349	.1321	.1117
BATTLE CREEK	**187.9**	**192.4**	**2.4**	**73.2**	**8.4**	**2,213,395**	**57.8**	**20,779**	**30,238**	**986,740**	**57.5**	**9,282**	**13,480**	**.0745**	**.0694**
Barry	46.4	50.8	9.5	18.3	15.8	536,260	88.1	18,040	29,304	151,472	79.9	5,329	8,277	.0145	.0155
Calhoun	141.5	141.6	.1	54.9	6.2	1,677,135	50.1	21,616	30,549	835,268	54.0	10,490	15,214	.0600	.0539
BAY CITY	**120.0**	**121.7**	**1.4**	**45.2**	**7.9**	**1,354,182**	**48.4**	**21,782**	**29,960**	**789,405**	**54.0**	**12,236**	**17,465**	**.0516**	**.0464**
Bay	120.0	121.7	1.4	45.2	7.9	1,354,182	48.4	21,782	29,960	789,405	54.0	12,236	17,465	.0516	.0464
BENTON HARBOR	**171.7**	**174.5**	**1.6**	**65.7**	**7.5**	**1,736,225**	**64.9**	**17,234**	**26,427**	**1,206,065**	**66.1**	**11,887**	**18,357**	**.0667**	**.0646**
Berrien	171.7	174.5	1.6	65.7	7.5	1,736,225	64.9	17,234	26,427	1,206,065	66.1	11,887	18,357	.0667	.0646
DETROIT	**4,345.0**	**4,324.8**	**–.5**	**1,604.1**	**5.3**	**57,885,200**	**41.7**	**26,822**	**36,086**	**30,725,216**	**47.8**	**13,646**	**19,154**	**2.1522**	**1.8523**
Lapeer	72.0	82.2	14.2	26.4	20.0	811,899	92.9	19,135	30,754	428,844	90.6	10,228	16,244	.0249	.0278
Livingston	103.7	127.2	22.7	41.5	27.3	1,271,937	102.1	19,301	30,649	711,880	100.7	10,879	17,154	.0376	.0440
Macomb	699.1	734.0	5.0	264.3	12.5	8,356,365	30.0	27,360	31,617	5,346,718	45.1	15,685	20,230	.3529	.2933
Oakland	1,019.5	1,071.1	5.1	407.9	12.3	19,213,655	61.0	32,855	47,104	9,655,414	61.6	16,456	23,671	.6038	.5746
St. Clair	140.3	151.0	7.6	54.6	13.3	1,496,186	49.6	20,744	27,403	858,77	60.6	11,094	15,728	.0564	.0523
Wayne	2,310.4	2,159.3	–6.5	809.4	–1.6	26,735,158	30.8	24,863	33,031	13,723,539	37.1	12,174	16,955	1.0766	.8603
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,612.4*	*4,608.6*	*–.1*	*1,711.7*	*5.8*	*61,361,976*	*41.2*	*26,849*	*35,849*	*32,484,329*	*47.8*	*13,584*	*18,978*	*2.2843*	*1.9640*
FLINT	**522.6**	**529.5**	**1.3**	**194.4**	**7.6**	**6,379,174**	**39.9**	**25,248**	**32,815**	**3,715,595**	**48.2**	**13,881**	**19,113**	**.2494**	**.2146**
Genesee	450.8	453.2	.5	167.8	7.0	5,573,922	36.4	26,061	33,218	3,279,453	45.6	14,364	19,544	.2221	.1874
Shiawassee	71.8	76.3	6.3	26.6	11.8	805,252	70.1	19,888	30,273	436,142	71.2	10,703	16,396	.0273	.0272
GRAND RAPIDS	**607.1**	**645.4**	**6.3**	**237.7**	**12.9**	**8,395,246**	**87.1**	**21,313**	**35,319**	**4,699,765**	**77.2**	**12,600**	**19,772**	**.2593**	**.2745**
Kent	447.5	468.3	4.6	176.7	11.3	6,342,128	85.0	21,599	35,892	3,736,090	75.0	13,453	21,144	.2001	.2092
Ottawa	159.6	177.1	11.0	61.0	17.8	2,053,118	94.0	20,435	33,658	963,675	86.3	9,985	15,798	.0592	.0653
JACKSON	**152.0**	**157.0**	**3.3**	**56.5**	**9.3**	**1,737,634**	**64.9**	**20,380**	**30,755**	**936,760**	**64.4**	**11,024**	**16,580**	**.0600**	**.0581**
Jackson	152.0	157.0	3.3	56.5	9.3	1,737,634	64.9	20,380	30,755	936,760	64.4	11,024	16,580	.0600	.0581
KALAMAZOO - PORTAGE	**281.2**	**293.7**	**4.4**	**111.9**	**11.2**	**3,781,202**	**80.6**	**20,811**	**33,791**	**2,066,140**	**72.9**	**11,882**	**18,464**	**.1195**	**.1230**
Kalamazoo	213.5	220.0	3.0	84.6	10.0	2,818,820	70.2	21,537	33,319	1,668,787	67.3	12,973	19,726	.0954	.0942
Van Buren	67.7	73.7	8.9	27.3	15.2	962,382	120.0	18,455	35,252	397,353	101.0	8,341	14,555	.0241	.0288

Look at WKZO—the big buy for radio in Western Michigan



The Kalamazoo ADI is rich, with more than $9.7 billion in effective buying income and $5.3 billion in retail sales.* And WKZO is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO is Kalamazoo's top-ranked adult station.

Cume figures show WKZO has a 33% greater share of Metro listeners 25+ than its closest competitor from 6 a.m. - Mid., Monday through Sunday. And WKZO listeners are loyal. In each day part, 6 a.m. - 7 p.m., Monday through Friday, the exclusive cume for both adult male and female audiences is the largest of any station in the market.

More Metro men, 18+ and 25-54 listen to WKZO during early drive, 6 - 10 a.m. weekdays, AQH, than to all competing stations combined. And their exclusive cume is 60% greater than all the competition put together. WKZO is #1 among Metro women, too. Both AQH and cume figures show more women 18+ listen to WKZO 6 a.m. - 7 p.m., Monday through Friday, than to any other station in the market.** So, if you want to reach adults in Western Michigan, go with the station they turn to most—WKZO Radio.

*1981 S&MM Survey of Buying Power
**Arbitron, Kalamazoo ADI, Spring 1981
Data subject to qualifications listed in report

AM - TV - FM

50th Fetzer Anniversary

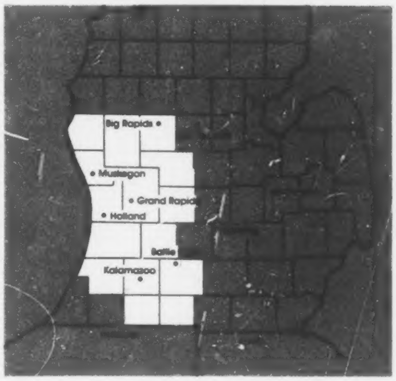
WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MI (cont.)															
LANSING - EAST LANSING	472.4	498.2	5.5	181.8	11.9	6,218,711	55.9	24,550	34,206	3,167,686	62.1	12,029	17,424	.2118	.1993
Clinton	56.5	61.0	8.0	20.6	13.8	871,124	98.7	24,220	42,288	266,655	87.8	7,844	12,944	.0215	.0239
Eaton	89.9	100.9	12.2	37.2	19.6	1,424,987	103.8	22,479	38,306	860,434	93.9	14,269	23,130	.0407	.0471
Ingham	273.7	280.9	2.6	105.6	9.1	3,516,946	39.0	26,132	33,304	1,764,135	49.7	12,177	16,706	.1303	.1121
Ionia	52.3	55.4	5.9	18.4	11.5	405,654	25.8	19,540	22,046	276,462	45.3	11,531	15,025	.0193	.0162
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	179.8	182.7	1.6	67.7	7.8	1,829,456	66.0	17,553	27,023	1,036,422	64.4	10,036	15,309	.0656	.0636
Muskegon	157.5	158.1	.4	58.9	6.7	1,661,486	67.2	18,006	28,209	943,139	64.4	10,396	16,013	.0590	.0571
Oceana	22.3	24.6	10.3	8.8	15.8	167,970	54.9	14,264	19,088	93,283	65.3	7,423	10,600	.0066	.0065
SAGINAW	228.7	233.6	2.1	83.9	8.5	2,654,840	38.3	24,828	31,643	1,546,270	50.8	13,267	18,430	.1048	.0905
Saginaw	228.7	233.6	2.1	83.9	8.5	2,654,840	38.3	24,828	31,643	1,546,270	50.8	13,267	18,430	.1048	.0905
TOTAL METRO COUNTIES	7,671.6	7,781.0	1.4	2,879.1	7.5	99,509,394	48.2	25,058	34,563	53,355,250	53.3	12,994	18,532	3.6029	3.2228
TOTAL STATE	9,287.9	9,533.3	2.6	3,525.8	8.7	116,426,281	52.2	23,592	33,021	63,601,527	56.9	12,506	18,039	4.1806	3.8283
MINNESOTA															
DULUTH - SUPERIOR	267.2	270.3	1.2	106.4	7.2	2,751,899	37.5	20,148	25,864	1,616,009	47.5	11,034	15,188	.1126	.0964
St. Louis	222.7	225.6	1.3	88.7	7.4	2,297,837	36.0	20,452	25,906	1,385,768	46.8	11,425	15,623	.0953	.0812
Douglas, Wisc.	*44.5*	*44.7*	*.4*	*17.7*	*6.0*	*454,062*	*45.8*	*18,644*	*25,653*	*230,241*	*51.5*	*9,098*	*13,008*	*.0173*	*.0152*
FARGO - MOORHEAD	139.0	149.6	7.6	58.0	15.8	1,979,201	66.5	23,729	34,124	1,403,909	74.1	16,093	24,205	.0700	.0700
Clay	49.4	51.5	4.3	18.5	12.1	557,000	33.9	25,210	30,108	274,872	48.9	11,186	14,858	.0215	.0182
Cass, N. D.	*89.6*	*98.1*	*9.5*	*39.5*	*17.6*	*1,422,201*	*84.0*	*23,001*	*36,005*	*1,129,037*	*81.6*	*18,502*	*28,583*	*.0485*	*.0518*
MINNEAPOLIS - ST. PAUL	2,127.6	2,213.3	4.0	860.4	10.5	32,391,457	65.6	25,136	37,647	17,313,193	64.3	13,541	20,122	1.0529	1.0212
Anoka	199.5	223.2	11.9	75.3	19.9	2,745,059	85.3	23,595	36,455	1,339,341	83.8	11,603	17,787	.0810	.0871
Carver	37.8	42.7	13.0	14.9	20.2	432,561	43.9	24,235	29,031	159,061	59.9	8,025	10,675	.0146	.0134
Chisago	26.4	31.2	18.2	10.5	22.1	336,554	97.2	19,842	32,053	184,201	94.5	11,012	17,543	.0101	.0114
Dakota	198.6	229.0	15.3	82.6	24.0	2,574,631	64.6	23,483	31,170	1,776,339	76.3	15,128	21,505	.0918	.0930
Hennepin	940.4	929.4	−1.2	392.6	5.9	16,956,099	72.8	26,453	43,189	9,084,801	64.6	14,884	23,140	.5242	.5161
Ramsey	458.7	450.1	−1.9	180.7	4.7	6,002,874	38.3	25,147	33,220	3,213,811	43.7	12,956	17,785	.2292	.1928
Scott	44.8	51.5	15.0	17.1	22.1	668,746	99.7	23,919	39,108	263,331	93.7	9,713	15,399	.0174	.0197
Washington	116.1	133.8	15.2	45.0	23.6	1,516,556	66.4	25,039	33,701	649,286	77.1	10,071	14,429	.0468	.0473
Wright	60.7	72.4	19.3	24.1	25.5	616,218	95.3	16,432	25.569	403,124	93.2	10,866	16,727	.0205	.0233

ACTIVE 3

Source Arbitron ADI, May 1980



WKZO-TV ADI

WKZO-TV. Go with it!

WKZO-TV IS FIRST
IN THE NATION'S 37th TV MARKET

The people in Greater Western Michigan are Active people and they're moving with WKZO-TV. Just look at the numbers. **GRAND RAPIDS—KALAMAZOO—BATTLE CREEK TV MARKET.**

- 39th in effective buying income—more than $8.7 billion.
- 35th in food store sales—nearly $1.3 billion.
- 34th in supermarket sales—$1.2 billion.
- 37th in total retail sales—nearly $5.4 billion.

Reach your prime target audience in Grand Rapids—Kalamazoo—Battle Creek with the market's leading station.

WKZO-TV ranks first from 9 a.m. to Midnight, Sunday through Saturday in

- Metro & ADI Share
- TV Households
- Total Women
- Total Men
- Adults 18+

Arbitron AD: May 1980
Sales & Marketing Management's Data Service 1979.

AM - TV - FM
50th Felzer Anniversary

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MN (cont.)															
St. Croix, Wisc.	*44.6*	*50.0*	*12.1*	*17.6*	*18.9*	*542,159*	*63.0*	*22,473*	*30,804*	*239,898*	*70.7*	*9,498*	*13,631*	*.0173*	*.0171*
ROCHESTER	**92.7**	**97.2**	**4.9**	**37.5**	**12.3**	**1,748,954**	**105.1**	**25,527**	**46,639**	**1,015,238**	**90.6**	**15,948**	**27,073**	**.0482**	**.0548**
Olmsted	92.7	97.2	4.9	37.5	12.3	1,748,954	105.1	25,527	46,639	1,015,238	90.6	15,948	27,073	.0482	.0548
ST. CLOUD	**165.9**	**182.5**	**10.0**	**59.7**	**17.5**	**1,764,173**	**72.7**	**20,105**	**29,551**	**1,323,063**	**70.0**	**15,316**	**22,162**	**.0667**	**.0677**
Benton	25.6	28.1	9.8	10.0	17.6	232,184	44.9	18,848	23,218	130,773	56.8	9,814	13,077	.0092	.0084
Sherburne	30.9	37.4	21.0	11.8	26.9	373,719	100.3	20,066	31,671	114,244	97.0	6,236	9,682	.0096	.0113
Stearns	109.4	117.0	6.9	37.9	14.8	1,158,270	71.7	20,440	30,561	1,078,046	69.3	19,293	28,444	.0479	.0480
TOTAL METRO COUNTIES	**2,648.5**	**2,755.7**	**4.0**	**1,060.6**	**10.6**	**38,574,096**	**64.5**	**24,450**	**36,370**	**21,307,651**	**64.1**	**13,541**	**20,090**	**1.2816**	**1.2390**
TOTAL STATE	**4,103.6**	**4,276.3**	**4.2**	**1,629.0**	**10.5**	**54,930,318**	**65.5**	**22,520**	**33,720**	**29,756,439**	**64.8**	**12,251**	**18,267**	**1.8347**	**1.7831**
MISSISSIPPI															
BILOXI - GULFPORT	**194.2**	**208.7**	**7.5**	**74.1**	**14.2**	**1,913,096**	**59.1**	**18,524**	**25,818**	**1,137,050**	**64.4**	**10,656**	**15,345**	**.0716**	**.0691**
Hancock	25.1	28.7	14.3	10.1	20.2	181,606	53.3	14,107	17,981	100,576	61.8	7,399	9,958	.0074	.0072
Harrison	159.3	169.6	6.5	60.5	13.3	1,664,090	60.5	19,417	27,506	991,148	65.2	11,236	16,383	.0611	.0590
Stone	9.8	10.4	6.1	3.5	12.9	67,400	43.9	15,108	19,257	45,326	54.0	9,492	12,950	.0031	.0029
JACKSON	**325.2**	**358.0**	**10.1**	**129.4**	**17.0**	**3,614,226**	**52.8**	**21,384**	**27,931**	**2,273,748**	**61.8**	**12,705**	**17,571**	**.1373**	**.1295**
Hinds	253.6	272.5	7.5	100.6	14.4	2,960,626	52.1	22,150	29,430	1,982,816	60.8	14,030	19,710	.1141	.1066
Rankin	71.6	85.5	19.4	28.8	26.9	653,600	56.4	18,415	22,694	290,932	69.2	7,576	10,102	.0232	.0229
PASCAGOULA - MOSS POINT	**120.2**	**136.0**	**13.1**	**46.4**	**19.9**	**1,550,839**	**58.7**	**25,251**	**33,423**	**608,740**	**68.0**	**9,363**	**13,119**	**.0486**	**.0474**
Jackson	120.2	136.0	13.1	46.4	19.9	1,550,839	58.7	25,251	33,423	608,740	68.0	9,363	13,119	.0486	.0474
TOTAL METRO COUNTIES	**695.3**	**767.6**	**10.4**	**271.1**	**17.2**	**7,721,119**	**58.5**	**21,061**	**28,481**	**4,249,230**	**64.8**	**11,146**	**15,674**	**.2750**	**.2658**
TOTAL STATE	**2,540.2**	**2,678.1**	**5.4**	**940.3**	**11.6**	**21,989,857**	**54.3**	**16,916**	**23,386**	**13,226,072**	**60.6**	**9,776**	**14,066**	**.8711**	**.8181**
MISSOURI															
COLUMBIA	**102.7**	**112.7**	**9.7**	**43.0**	**17.5**	**1,099,097**	**50.8**	**19,911**	**25,560**	**708,811**	**60.9**	**12,033**	**16,484**	**.0428**	**.0401**
Boone	102.7	112.7	9.7	43.0	17.5	1,099,097	50.8	19,911	25,560	708,811	60.9	12,033	16,484	.0428	.0401
JOPLIN	**128.7**	**136.4**	**6.0**	**54.3**	**10.4**	**1,062,327**	**47.5**	**14,642**	**19,564**	**953,920**	**58.9**	**12,201**	**17,568**	**.0497**	**.0459**
Jasper	87.5	91.3	4.3	37.1	9.1	748,466	55.9	14,120	20,174	814,352	61.7	14,812	21,950	.0365	.0345
Newton	41.2	45.1	9.5	17.2	13.2	313,861	30.6	15,808	18,248	139,568	44.3	6,362	8,114	.0132	.0114
KANSAS CITY	**1,332.5**	**1,364.4**	**2.4**	**541.5**	**8.1**	**21,889,587**	**73.1**	**25,252**	**40,424**	**11,270,687**	**67.5**	**13,439**	**20,814**	**.6740**	**.6719**
Cass	51.9	57.6	11.0	20.9	16.8	644,287	104.2	17,626	30,827	293,757	95.3	8,403	14,055	.0178	.0205
Clay	138.1	144.5	4.6	56.9	11.6	1,613,779	26.9	24,927	28,362	1,149,055	46.0	15,431	20,194	.0716	.0590
Jackson	627.6	615.1	−2.0	250.9	3.0	9,138,181	62.5	23,097	36,422	4,920,549	56.8	12,885	19,612	.3074	.2883
Platte	47.6	55.9	17.4	21.2	24.7	613,813	58.9	22,718	28,953	193,989	69.1	6,747	9,150	.0184	.0181
Ray	21.7	23.8	9.7	8.7	13.0	187,785	50.6	16,198	21,584	96,200	61.0	7,762	11,057	.0071	.0068
Johnson, Kans.	*274.4*	*303.4*	*10.6*	*118.5*	*18.5*	*7,443,057*	*112.8*	*34,977*	*62,811*	*3,397,512*	*99.0*	*17,073*	*28,671*	*.1734*	*.2070*
Wyandotte, Kans.	*171.2*	*164.1*	*−4.1*	*64.4*	*1.3*	*2,248,685*	*57.9*	*22,393*	*34,917*	*1,219,625*	*57.9*	*12,142*	*18,938*	*.0783*	*.0722*
ST. JOSEPH	**102.3**	**104.6**	**2.2**	**40.4**	**5.8**	**1,411,790**	**92.9**	**19,157**	**34,945**	**800,833**	**78.7**	**11,731**	**19,823**	**.0430**	**.0460**
Andrew	14.2	15.6	9.9	5.6	12.0	165,319	108.2	15,885	29,521	59,310	92.6	6,160	10,591	.0043	.0050
Buchanan	88.1	89.0	1.0	34.8	4.8	1,246,471	91.1	19,650	35,818	741,523	77.7	12,570	21,308	.0387	.0410
ST. LOUIS	**2,358.1**	**2,388.3**	**1.3**	**906.9**	**7.0**	**30,255,685**	**51.7**	**23,521**	**33,362**	**15,614,869**	**54.1**	**11,949**	**17,218**	**1.0705**	**.9706**
Franklin	72.5	81.1	11.9	28.9	17.5	731,344	48.9	19,971	25,306	457,375	61.0	11,546	15,826	.0286	.0268
Jefferson	150.3	173.1	15.2	59.6	21.6	1,564,296	56.9	20,353	26,247	652,044	66.9	7,971	10,940	.0528	.0515
St. Charles	147.8	176.9	19.7	61.5	27.3	1,674,069	86.0	18,632	27,221	1,002,997	85.2	11,213	16,309	.0545	.0599
St. Louis	977.0	987.8	1.1	377.9	7.8	15,247,596	50.6	28,895	40,348	7,827,362	52.7	14,620	20,713	.5238	.4705
St. Louis city	445.9	412.7	−7.4	172.3	−2.5	4,444,901	36.2	18,461	25,797	2,236,819	38.1	9,160	12,982	.1792	.1467
Clinton, Ill.	*33.0*	*35.8*	*8.5*	*12.6*	*14.5*	*302,545*	*46.0*	*18,839*	*24,012*	*135,445*	*54.7*	*7,962*	*10,750*	*.0113*	*.0103*
Madison, Ill.	*247.4*	*245.3*	*−.8*	*94.0*	*4.7*	*3,185,402*	*63.2*	*21,733*	*33,887*	*1,677,146*	*61.3*	*11,576*	*17,842*	*.1077*	*.1023*
Monroe, Ill.	*20.2*	*20.9*	*3.5*	*7.8*	*9.9*	*294,371*	*95.5*	*21,209*	*37,740*	*87,556*	*82.3*	*6,765*	*11,225*	*.0074*	*.0080*
St. Clair, Ill.	*264.0*	*254.7*	*−3.5*	*92.3*	*1.7*	*2,811,161*	*51.6*	*20,420*	*30,457*	*1,538,125*	*54.4*	*10,968*	*16,664*	*.1052*	*.0946*

KANSAS CITY: SO PRIME THEY STOCK ITS RESIDENTS IN TWO STATES.

The median age here is 30, and nearly 60% of Kansas City's population is under 35. Our EBI of $20,901 is almost $3,000 above the national average; In fact, more than a third maintain yearly incomes in excess of $25,000.

Reaching 551,000 daily and 711,000 Sunday readers, The Kansas City Times and Star cover the nation's 29th largest metro area like no other medium can. Every day, 75% of K.C. adults with household incomes of $35,000 and above read the Times/Star. On Sunday that figure rises to 83%.

Reach it with one buy.

THE KANSAS CITY
Times&STAR

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
MO (cont.)															
SPRINGFIELD	**210.9**	**232.6**	**10.3**	**91.7**	**16.1**	**2,344,046**	**58.4**	**18,734**	**25,562**	**1,725,899**	**64.7**	**13,268**	**18,821**	**.0918**	**.0886**
Christian	23.0	26.9	17.0	9.9	20.7	243,055	95.1	15,190	24,551	94,724	90.1	6,077	9,568	.0071	.0078
Greene	187.9	205.7	9.5	81.8	15.5	2,100,991	55.0	19,145	25,684	1,631,175	63.4	14,100	19,941	.0847	.0808
TOTAL METRO COUNTIES	**3,225.0**	**3,314.8**	**2.8**	**1,288.2**	**8.3**	**41,777,311**	**53.8**	**22,839**	**32,431**	**23,019,610**	**56.1**	**12,399**	**17,870**	**1.4885**	**1.3687**
TOTAL STATE	**4,947.9**	**5,143.4**	**4.0**	**1,984.2**	**9.0**	**58,726,032**	**58.1**	**20,404**	**29,597**	**33,204,605**	**60.0**	**11,398**	**16,735**	**2.1015**	**1.9794**
MONTANA															
BILLINGS	**110.4**	**122.9**	**11.3**	**48.8**	**18.2**	**1,907,344**	**123.5**	**20,665**	**39,085**	**1,487,668**	**105.0**	**17,569**	**30,485**	**.0558**	**.0682**
Yellowstone	110.4	122.9	11.3	48.8	18.2	1,907,344	123.5	20,665	39,085	1,487,668	105.0	17,569	30,485	.0558	.0682
GREAT FALLS	**80.6**	**80.3**	**–.4**	**31.5**	**6.1**	**1,115,546**	**88.7**	**19,910**	**35,414**	**786,946**	**77.1**	**14,965**	**24,982**	**.0371**	**.0391**
Cascade	80.6	80.3	–.4	31.5	6.1	1,115,546	88.7	19,910	35,414	786,946	77.1	14,965	24,982	.0371	.0391
TOTAL METRO COUNTIES	**191.0**	**203.2**	**6.4**	**80.3**	**13.1**	**3,022,890**	**109.2**	**20,349**	**37,645**	**2,274,614**	**94.4**	**16,480**	**28,326**	**.0929**	**.1073**
TOTAL STATE	**795.3**	**855.9**	**7.6**	**330.6**	**13.9**	**11,948,873**	**110.4**	**19,565**	**36,143**	**7,170,966**	**95.9**	**12,611**	**21,691**	**.3399**	**.3946**
NEBRASKA															
LINCOLN	**195.1**	**208.9**	**7.1**	**83.7**	**13.9**	**2,386,107**	**51.6**	**21,414**	**28,508**	**1,474,360**	**60.4**	**12,509**	**17,615**	**.0890**	**.0828**
Lancaster	195.1	208.9	7.1	83.7	13.9	2,386,107	51.6	21,414	28,508	1,474,360	60.4	12,509	17,615	.0890	.0828
OMAHA	**573.4**	**589.8**	**2.9**	**226.2**	**9.2**	**8,899,713**	**78.3**	**24,092**	**39,344**	**4,132,277**	**69.9**	**11,737**	**18,263**	**.2634**	**.2676**
Douglas	399.0	403.5	1.1	159.8	7.5	6,815,900	86.4	24,587	42,653	3,249,209	73.5	12,596	20,333	.1939	.2026
Sarpy	87.8	99.3	13.1	33.2	21.6	1,228,171	82.9	24,593	36,993	376,378	82.1	7,571	11,337	.0327	.0348
Pottawattamie, Iowa	*86.6*	*87.0*	*.5*	*33.2*	*6.4*	*855,642*	*28.8*	*21,294*	*25,772*	*506,690*	*43.8*	*11,290*	*15,262*	*.0368*	*.0302*
TOTAL METRO COUNTIES	**698.8**	**730.5**	**4.5**	**283.7**	**11.1**	**10,680,999**	**77.1**	**23,619**	**37,649**	**5,229,634**	**70.4**	**12,015**	**18,434**	**.3229**	**.3281**
TOTAL STATE	**1,579.6**	**1,635.1**	**3.5**	**635.1**	**9.3**	**22,548,186**	**78.7**	**21,706**	**35,503**	**11,680,352**	**72.5**	**11,649**	**18,391**	**.6963**	**.7122**
NEVADA															
LAS VEGAS	**475.7**	**570.2**	**19.9**	**231.1**	**27.6**	**5,964,309**	**50.5**	**21,888**	**25,808**	**4,112,426**	**64.6**	**13,796**	**17,795**	**.2285**	**.2187**
Clark	475.7	570.2	19.9	231.1	27.6	5,964,309	50.5	21,888	25,808	4,112,426	64.6	13,796	17,795	.2285	.2187

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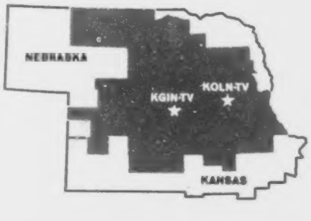

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NV (cont.)															
RENO	**199.0**	**236.3**	**13.7**	**100.9**	**25.8**	**3,046,590**	**54.1**	**24,657**	**30,194**	**2,356,749**	**69.3**	**17,355**	**23,357**	**.1151**	**.1119**
Washoe	199.0	236.3	18.7	100.9	25.8	3,046,590	54.1	24,657	30,194	2,356,749	69.3	17,355	23,357	.1151	.1119
TOTAL METRO COUNTIES	**674.7**	**806.5**	**19.5**	**332.0**	**27.1**	**9,010,899**	**51.7**	**22,738**	**27,141**	**6,469,175**	**66.3**	**14,888**	**19,485**	**.3436**	**.3306**
TOTAL STATE	**822.0**	**979.8**	**19.2**	**400.7**	**26.6**	**10,885,055**	**53.4**	**22,422**	**27,165**	**7,551,277**	**67.2**	**14,267**	**18,845**	**.4077**	**.3947**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**280.8**	**308.2**	**9.8**	**114.1**	**16.1**	**4,058,962**	**82.8**	**22,589**	**35,574**	**2,148,591**	**76.5**	**12,381**	**18,831**	**.1235**	**.1302**
Hillsborough	280.8	308.2	9.8	114.1	16.1	4,058,962	82.8	22,589	35,574	2,148,591	76.5	12,381	18,831	.1235	.1302
PORTSMOUTH - DOVER - ROCHESTER	**423.3**	**475.0**	**12.2**	**177.7**	**19.1**	**6,015,966**	**94.3**	**20,753**	**33,855**	**3,443,255**	**87.3**	**12,318**	**19,377**	**.1796**	**.1993**
Rockingham	*194.5*	*222.6*	*14.4*	*82.9*	*21.6*	*3,321,715*	*109.3*	*23,267*	*40,069*	*1,950,649*	*96.4*	*14,562*	*23,530*	*.0917*	*.1077*
Strafford	86.6	95.0	9.7	35.0	17.1	1,000,[illegible]2	69.4	19,752	28,585	585,046	70.9	11,451	16,716	.0345	.0347
York, Me.	142.2	157.4	10.7	59.8	17.0	1,693,759	84.3	17,984	28,324	907,560	80.6	9,832	15,177	.0534	.0569
TOTAL METRO COUNTIES	**561.9**	**625.8**	**11.4**	**232.0**	**18.1**	**8,381,169**	**90.6**	**22,392**	**36,126**	**4,684,286**	**33.5**	**12,997**	**20,191**	**.2497**	**.2726**
TOTAL STATE	**935.5**	**1,035.5**	**10.7**	**390.1**	**17.4**	**13,404,335**	**85.4**	**21,751**	**34,361**	**7,612,410**	**80.2**	**12,712**	**19,514**	**.4125**	**.4409**
NEW JERSEY															
ATLANTIC CITY	**195.4**	**205.1**	**5.0**	**78.7**	**8.4**	**3,181,729**	**106.5**	**21,225**	**40,429**	**1,886,282**	**88.9**	**13,751**	**23,968**	**.0905**	**.1028**
Atlantic	195.4	205.1	5.0	78.7	8.4	3,181,729	106.5	21,225	40,429	1,886,282	88.9	13,751	23,968	.0905	.1028
JERSEY CITY	**555.0**	**529.3**	**–4.6**	**207.1**	**–.7**	**7,301,699**	**64.1**	**21,337**	**35,257**	**2,576,891**	**55.6**	**7,944**	**12,443**	**.2227**	**.2084**
Hudson	555.0	529.3	–4.6	207.1	–.7	7,301,699	64.1	21,337	35,257	2,576,891	55.6	7,944	12,443	.2227	.2084
LONG BRANCH - ASBURY PARK	**506.1**	**526.7**	**4.1**	**190.6**	**10.2**	**8,277,425**	**75.8**	**27,223**	**43,428**	**3,662,807**	**68.9**	**12,537**	**19,217**	**.2414**	**.2439**
Monmouth	506.1	526.7	4.1	190.6	10.2	8,277,425	75.8	27,223	43,428	3,662,807	68.9	12,537	19,217	.2414	.2439
NEWARK	**1,958.7**	**1,909.3**	**–2.5**	**692.5**	**1.8**	**32,228,677**	**63.5**	**28,983**	**46,540**	**12,888,582**	**58.3**	**11,971**	**18,612**	**.9672**	**.9123**
Essex	845.2	801.5	–5.2	294.0	–1.9	11,837,037	53.4	25,747	40,262	4,433,271	48.6	9,957	15,079	.3792	.3377
Morris	409.2	420.5	2.8	144.8	8.4	7,993,537	83.6	32,592	55,204	3,325,277	72.4	14,440	22,965	.2158	.2243
Somerset	203.5	206.4	1.4	73.4	7.5	3,621,128	60.4	33,062	49,334	1,539,489	61.4	13,963	20,974	.1096	.1035
Union	500.8	480.9	–4.0	180.3	1.1	8,776,975	63.1	30,156	48,680	3,590,545	58.0	12,742	19,914	.2626	.2468
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**595.8**	**599.0**	**.5**	**212.1**	**6.6**	**9,129,757**	**62.7**	**28,192**	**43,045**	**4,032,929**	**59.1**	**12,737**	**19,014**	**.2856**	**.2703**
Middlesex	595.8	599.0	.5	212.1	6.6	9,129,757	62.7	28,192	43,045	4,032,929	59.1	12,737	19,014	.2856	.2703
PATERSON - CLIFTON - PASSAIC	**446.1**	**438.0**	**–1.8**	**156.1**	**1.5**	**5,992,936**	**58.5**	**24,587**	**38,392**	**2,980,142**	**55.1**	**12,489**	**19,091**	**.2030**	**.1874**
Passaic	446.1	438.0	–1.8	156.1	1.5	5,992,936	58.5	24,587	38,392	2,980,142	55.1	12,489	19,091	.2030	.1874
TRENTON	**307.9**	**309.0**	**.4**	**112.5**	**5.4**	**4,465,454**	**57.8**	**26,526**	**39,693**	**2,152,847**	**57.4**	**12,820**	**19,136**	**.1474**	**.1368**
Mercer	307.9	309.0	.4	112.5	5.4	4,465,454	57.8	26,526	39,693	2,152,847	57.4	12,820	19,136	.1474	.1368
VINELAND - MILLVILLE - BRIDGETON	**133.5**	**138.2**	**3.5**	**48.4**	**8.0**	**1,595,900**	**71.4**	**20,785**	**32,973**	**980,501**	**70.2**	**12,856**	**20,258**	**.0553**	**.0552**
Cumberland	133.5	138.2	3.5	48.4	8.0	1,595,900	71.4	20,785	32,973	980,501	70.2	12,856	20,258	.0553	.0552
TOTAL METRO COUNTIES	**6,731.9**	**6,713.9**	**–.3**	**2,449.0**	**4.6**	**103,841,360**	**64.7**	**26,929**	**42,402**	**46,509,952**	**60.9**	**12,346**	**18,991**	**3.2251**	**3.0782**
TOTAL STATE	**7,380.2**	**7,473.7**	**1.3**	**2,738.0**	**6.3**	**113,088,891**	**66.6**	**26,357**	**41,303**	**51,862,806**	**63.3**	**12,330**	**18,942**	**3.5039**	**3.3879**
NEW MEXICO															
ALBUQUERQUE	**464.2**	**530.7**	**14.3**	**204.9**	**22.3**	**7,126,170**	**106.0**	**20,650**	**34,779**	**4,171,196**	**94.0**	**12,839**	**20,357**	**.2027**	**.2350**
Bernalillo	428.1	485.9	13.5	190.0	21.5	6,901,644	107.4	21,276	36,324	4,115,180	94.2	13,552	21,659	.1949	.2267
Sandoval	36.1	44.8	24.1	14.9	34.2	224,526	71.1	11,822	15,069	56,016	80.6	2,794	3,759	.0078	.0083
LAS CRUCES	**98.3**	**112.1**	**14.0**	**38.4**	**21.9**	**887,793**	**52.6**	**18,467**	**23,120**	**544,354**	**64.1**	**10,531**	**14,176**	**.0349**	**.0335**
Dona Ana	98.3	112.1	14.0	38.4	21.9	887,793	52.6	18,467	23,120	544,354	64.1	10,531	14,176	.0349	.0335
TOTAL METRO COUNTIES	**562.5**	**642.8**	**14.3**	**243.3**	**22.3**	**8,013,963**	**98.3**	**20,304**	**32,939**	**4,715,550**	**90.0**	**12,474**	**19,382**	**.2376**	**.2685**
TOTAL STATE	**1,323.1**	**1,484.4**	**12.2**	**544.6**	**19.7**	**17,923,806**	**97.3**	**19,974**	**32,912**	**10,596,599**	**90.0**	**12,262**	**19,458**	**.5394**	**.6055**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**796.0**	**803.9**	**1.0**	**309.5**	**6.5**	**12,411,115**	**90.7**	**22,409**	**40,101**	**6,267,346**	**79.6**	**12,012**	**20,250**	**.3575**	**.3812**
Albany	285.9	286.8	.3	114.6	6.3	5,211,617	91.9	25,187	45,477	2,660,276	78.2	13,846	23,214	.1462	.1564
Montgomery	53.2	51.9	–2.4	20.3	2.0	611,126	81.6	16,908	30,105	326,859	72.5	9,519	16,101	.0198	.0201
Rensselaer	151.9	151.0	–.6	55.7	4.7	2,142,961	91.5	21,037	38,473	768,757	79.1	8,068	13,802	.0575	.0611
Saratoga	156.1	172.1	10.2	62.3	16.9	2,079,867	100.5	19,458	33,385	1,305,539	93.2	12,679	20,956	.0632	.0717
Schenectady	148.9	142.1	–4.6	56.6	.5	2,365,541	81.7	23,125	41,794	1,205,915	71.7	12,478	21,306	.0708	.0719
BINGHAMTON	**300.9**	**298.7**	**–.7**	**112.9**	**5.1**	**3,765,720**	**88.2**	**18,634**	**33,354**	**2,182,838**	**78.5**	**11,389**	**19,334**	**.1195**	**.1253**
Broome	212.8	207.5	–2.5	80.0	3.4	2,847,253	93.3	19,030	35,591	1,810,477	80.3	12,970	22,631	.0904	.0962
Tioga	50.0	51.5	3.0	18.4	9.5	642,792	93.9	19,730	34,934	230,546	82.3	7,527	12,530	.0176	.0188
Susquehanna, Pa.	*38.1*	*39.7*	*4.2*	*14.5*	*9.8*	*275,675*	*40.0*	*14,916*	*19,012*	*141,815*	*52.7*	*7,036*	*9,780*	*.0115*	*.0103*
BUFFALO	**1,233.3**	**1,173.3**	**–4.9**	**450.6**	**.8**	**17,482,892**	**79.1**	**21,827**	**38,799**	**9,284,684**	**67.9**	**12,364**	**20,605**	**.5489**	**.5485**
Erie	1,007.1	952.2	–5.5	366.8	.1	14,702,227	77.9	22,550	40,082	7,557,745	66.2	12,411	20,605	.4572	.4538
Niagara	226.2	221.1	–2.3	83.8	3.7	2,780,665	85.5	18,553	33,182	1,726,939	75.9	12,149	20,608	.0917	.0947
ELMIRA	**97.4**	**95.1**	**–2.4**	**35.9**	**3.2**	**1,264,110**	**88.3**	**19,291**	**35,212**	**672,223**	**75.0**	**11,037**	**18,725**	**.0389**	**.0406**
Chemung	97.4	95.1	–2.4	35.9	3.2	1,264,110	88.3	19,291	35,212	672,223	75.0	11,037	18,725	.0389	.0406
GLENS FALLS	**110.1**	**113.3**	**2.9**	**41.0**	**8.5**	**1,405,717**	**99.9**	**18,606**	**34,286**	**889,465**	**88.5**	**12,481**	**21,694**	**.0436**	**.0483**
Warren	55.2	57.4	4.0	21.6	9.6	754,830	103.5	18,828	34,946	625,282	90.4	16,671	28,948	.0252	.0285
Washington	54.9	55.9	1.8	19.4	7.2	650,887	95.8	18,364	33,551	264,183	84.3	7,921	13,618	.0184	.0198

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								1980	1985			1980	1985	1980	1985
NY (cont.)															
NASSAU - SUFFOLK	2,611.5	2,661.4	1.9	882.3	7.7	50,930,665	97.5	31,473	57,725	22,996,621	80.6	15,542	26,064	1.3348	1.4607
Nassau	1,315.6	1,293.2	−1.7	442.6	3.9	28,187,135	87.9	35,226	63,685	13,597,952	74.4	18,306	30,723	.7708	.8095
Suffolk	1,295.9	1,368.2	5.6	439.7	11.8	22,743,530	110.9	27,410	51,725	9,398,669	90.4	12,550	21,375	.5640	.6512
NEWBURGH - MIDDLETOWN	262.8	282.9	7.6	95.9	11.8	3,572,498	98.2	21,011	37,252	2,094,394	88.6	12,946	21,839	.1072	.1192
Orange	262.8	282.9	7.6	95.9	11.8	3,572,498	98.2	21,011	37,252	2,094,394	88.6	12,946	21,839	.1072	.1192
NEW YORK	9,078.0	8,804.3	−3.0	3,614.9	2.9	153,194,195	86.5	23,395	42,379	55,029,080	72.9	9,064	15,223	4.0476	4.1997
Bronx	1,144.9	1,060.6	−7.4	407.7	−3.6	12,778,181	79.7	16,819	31,342	3,897,580	65.0	5,586	9,560	.3696	.3646
Kings	2,201.8	2,017.9	−8.4	800.8	−2.8	25,257,177	73.3	17,692	31,540	7,372,696	61.7	5,535	9,207	.7362	.7081
New York (Manhattan)	1,430.0	1,411.9	−1.3	766.9	7.6	37,093,618	102.6	25,699	48,368	16,927,776	83.0	12,982	22,073	.9172	1.0236
Putnam	78.7	89.1	13.2	30.0	19.5	1,233,705	123.7	21,970	41,124	541,989	108.7	10,348	18,066	.0302	.0372
Queens	1,897.1	1,902.0	.3	759.9	5.7	31,584,392	92.6	22,813	41,564	8,379,975	78.3	6,538	11,028	.7639	.8184
Richmond	356.6	385.7	8.2	132.9	13.7	5,271,008	107.1	21,768	39,661	1,835,083	90.3	8,251	13,808	.1313	.1502
Rockland	262.1	276.3	5.4	88.3	11.2	4,979,438	106.0	30,440	56,392	1,934,622	90.4	12,794	21,910	.1212	.1384
Westchester	864.6	846.4	−2.1	319.6	3.2	20,551,067	93.5	34,289	64,302	7,178,679	75.1	13,241	22,461	.4956	.5319
Bergen, N. J.	*842.2*	*814.4*	*−3.3*	*308.8*	*2.1*	*14,445,609*	*50.1*	*31,828*	*46,780*	*6,960,680*	*50.8*	*15,262*	*22,541*	*.4824*	*.4273*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*16,558.4*	*16,279.0*	*−1.7*	*6,255.8*	*3.8*	*286,420,416*	*83.7*	*25,863*	*45,785*	*110,699,992*	*71.3*	*10,717*	*17,696*	*7.7535*	*7.9808*
POUGHKEEPSIE	247.0	257.3	4.2	90.5	10.2	2,377,383	40.5	20,608	26,269	1,635,416	53.2	12,999	18,071	.1014	.0896
Dutchess	247.0	257.3	4.2	90.5	10.2	2,377,383	40.5	20,608	26,269	1,635,416	53.2	12,999	18,071	.1014	.0896
ROCHESTER	972.0	973.0	.1	366.8	6.0	17,905,081	102.5	25,553	48,814	8,278,903	85.9	12,873	22,571	.4673	.5199
Livingston	57.2	58.6	2.4	20.1	8.6	690,713	101.6	18,522	34,364	362,265	88.6	10,382	18,023	.0205	.0224
Monroe	701.0	692.2	−1.3	267.4	4.9	13,956,310	98.9	27,521	52,193	5,899,148	81.6	12,745	22,061	.3556	.3897
Ontario	89.6	94.7	5.7	34.3	11.4	1,412,509	135.4	19,478	41,181	941,909	109.8	14,580	27,461	.0383	.0479
Orleans	38.5	38.8	.8	13.9	6.1	518,689	103.7	19,439	37,316	195,035	86.3	7,991	14,031	.0137	.0151
Wayne	85.7	88.7	3.5	31.1	8.4	1,326,860	111.0	21,909	42,664	880,546	91.6	16,016	28,313	.0392	.0448
SYRACUSE	642.4	643.1	.1	239.7	6.0	10,383,551	93.9	23,685	43,319	5,118,883	79.3	12,628	21,355	.2925	.3143
Madison	65.2	66.0	1.2	22.7	7.6	813,449	81.2	21,282	35,835	405,544	75.8	10,934	17,865	.0252	.0261
Onondaga	462.4	455.7	−1.4	174.6	4.5	7,947,508	92.4	24,715	45,518	4,006,812	77.5	13,512	22,949	.2245	.2391
Oswego	114.8	121.4	5.7	42.4	11.9	1,622,594	109.0	20,481	38,269	706,527	92.6	9,678	16,663	.0428	.0491
UTICA - ROME	318.6	306.6	−3.8	113.9	1.5	4,288,089	93.6	19,737	37,648	2,297,856	79.1	11,438	20,174	.1287	.1363
Herkimer	66.6	65.7	−1.4	24.7	3.8	843,176	106.3	17,176	34,137	386,116	88.3	8,614	15,632	.0234	.0260
Oneida	252.0	240.9	−4.4	89.2	.9	3,444,913	90.8	20,427	38,620	1,911,740	77.3	12,198	21,432	.1053	.1103
TOTAL METRO COUNTIES	15,789.7	15,558.8	−1.5	6,030.6	4.2	264,259,732	91.9	23,797	43,820	109,645,214	77.6	10,669	18,181	7.0940	7.5460
TOTAL STATE	17,526.3	17,343.1	−1.0	6,684.1	4.7	287,070,102	92.7	23,330	42,948	122,179,066	78.7	10,708	18,279	7.7648	8.2907
NORTH CAROLINA															
ASHEVILLE	178.9	187.0	4.5	74.7	11.0	1,941,995	53.9	18,752	25,997	1,181,798	60.1	10,969	15,821	.0733	.0684
Buncombe	162.1	169.8	4.8	68.2	11.1	1,843,741	54.7	19,414	27,034	1,136,587	60.4	11,542	16,665	.0690	.0646
Madison	16.8	17.2	2.4	6.5	10.2	98,254	40.4	11,861	15,116	45,211	53.1	5,004	6,956	.0043	.0038
BURLINGTON	99.1	99.1	.0	38.8	6.6	866,219	28.1	18,576	22,325	575,456	43.6	11,013	14,831	.0398	.0327
Alamance	99.1	99.1	.0	38.8	6.6	866,219	28.1	18,576	22,325	575,456	43.6	11,013	14,831	.0398	.0327
CHARLOTTE - GASTONIA	642.8	679.2	5.7	259.4	12.3	6,745,884	29.5	22,553	26,006	4,134,381	44.3	12,401	15,938	.2888	.2405
Gaston	163.3	168.4	3.1	62.5	9.3	1,483,361	30.1	19,930	23,734	885,826	45.9	10,611	14,173	.0645	.0541
Mecklenburg	407.9	431.1	5.7	169.4	12.7	4,655,104	27.1	24,368	27,480	2,912,132	42.0	13,645	17,191	.2004	.1640
Union	71.6	79.7	11.3	27.5	17.0	607,419	49.1	17,331	22,088	336,423	62.7	8,801	12,234	.0239	.0224
FAYETTEVILLE	250.4	268.1	7.1	87.9	14.3	2,001,511	29.5	20,100	22,770	1,206,612	46.3	10,722	13,727	.0901	.0765
Cumberland	250.4	268.1	7.1	87.9	14.3	2,001,511	29.5	20,100	22,770	1,206,612	46.3	10,722	13,727	.0901	.0765
GREENSBORO - WINSTON-SALEM - HIGH POINT	834.2	881.0	5.6	342.5	12.3	8,233,864	28.9	20,946	24,040	5,079,826	43.8	11,582	14,832	.3585	.2985
Davidson	114.4	122.6	7.2	46.3	13.2	1,067,306	34.0	19,472	23,052	487,230	48.6	8,016	10,523	.0421	.0362
Forsyth	245.5	258.5	5.3	103.5	12.4	2,491,473	24.9	21,655	24,072	1,638,493	42.8	12,455	15,831	.1121	.0915
Guilford	318.9	331.1	3.8	128.8	10.7	3,279,655	26.6	22,280	25,463	2,386,304	42.0	14,450	18,527	.1515	.1240
Randolph	92.9	100.2	7.9	38.5	14.2	778,210	27.7	18,077	20,213	353,937	45.4	7,223	9,193	.0324	.0273
Stokes	33.8	38.3	13.3	13.8	19.0	356,981	66.6	18,471	25,868	81,130	72.3	4,058	5,879	.0102	.0104
Yadkin	28.7	30.3	5.6	11.6	11.5	260,239	42.2	17,600	22,434	132,732	53.4	8,321	11,442	.0102	.0091
HICKORY	131.5	140.9	7.1	53.4	13.9	1,443,837	50.5	20,449	27,038	900,805	59.3	12,060	16,869	.0554	.0515
Alexander	25.4	28.1	10.6	10.3	17.0	218,993	49.2	16,681	21,261	73,484	57.5	5,302	7,134	.0076	.0072
Catawba	106.1	112.8	6.3	43.1	13.1	1,224,844	50.8	21,319	28,419	827,321	59.4	13,621	19,195	.0478	.0443
JACKSONVILLE	113.8	119.6	5.1	34.9	12.6	819,708	43.5	18,429	23,487	440,870	51.5	9,388	12,632	.0349	.0312
Onslow	113.8	119.6	5.1	34.9	12.6	819,708	43.5	18,429	23,487	440,870	51.5	9,388	12,632	.0349	.0312
RALEIGH - DURHAM	538.8	594.4	10.3	230.4	18.3	6,261,312	46.2	21,986	27,176	3,538,568	59.7	11,378	15,358	.2337	.2146
Durham	154.2	164.1	6.4	64.6	13.5	1,704,007	40.8	21,266	26,378	959,495	53.4	10,994	14,853	.0662	.0585
Orange	78.4	87.8	12.0	34.0	21.4	949,083	44.8	23,408	27,914	360,979	61.2	8,000	10,617	.0317	.0291
Wake	306.2	342.5	11.9	131.8	19.9	3,608,222	49.3	21,997	27,376	2,218,094	62.3	12,437	16,829	.1358	.1270
SALISBURY - CONCORD	186.6	196.1	5.1	75.3	11.1	1,680,335	37.2	18,057	22,315	924,130	48.5	9,176	12,273	.0692	.0601
Cabarrus	86.7	91.7	5.8	34.9	11.9	674,460	33.8	16,156	19,326	455,070	45.9	9,996	13,039	.0311	.0267
Rowan	99.9	104.4	4.5	40.4	10.4	1,005,875	39.7	19,679	24,898	469,060	51.2	8,477	11,610	.0381	.0334
WILMINGTON	141.5	156.8	10.8	60.5	17.5	1,452,949	53.5	18,380	24,016	950,385	64.9	11,192	15,709	.0563	.0537
Brunswick	36.6	42.3	15.6	15.9	23.3	307,834	57.1	15,190	19,361	145,185	71.3	6,569	9,131	.0112	.0111
New Hanover	104.9	114.5	9.2	44.6	15.5	1,145,115	52.6	19,446	25,675	805,200	63.8	12,737	18,054	.0451	.0426
TOTAL METRO COUNTIES	3,129.0	3,336.0	6.6	1,263.2	13.5	31,527,019	36.4	20,773	24,958	18,970,230	49.9	11,371	15,018	1.3030	1.1309
TOTAL STATE	5,930.6	6,310.2	6.4	2,363.0	13.3	55,582,806	41.4	18,838	23,522	32,999,957	53.0	10,337	13,965	2.2723	2.0220

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NORTH DAKOTA															
BISMARCK	**81.6**	**93.1**	**14.1**	**35.2**	**21.8**	**1,471,116**	**125.1**	**22,614**	**41,793**	**942,605**	**108.2**	**15,663**	**26,779**	**.0391**	**.0486**
Burleigh	56.0	64.4	15.0	24.7	22.9	1,053,298	122.2	23,585	42,644	703,642	107.3	16,891	28,488	.0285	.0351
Morton	25.6	28.7	12.1	10.5	19.3	417,818	132.8	20,398	39,792	238,963	111.2	12,859	22,758	.0106	.0135
FARGO - MOORHEAD	**139.0**	**149.6**	**7.6**	**58.0**	**15.8**	**1,979,201**	**66.5**	**23,729**	**34,124**	**1,403,909**	**74.1**	**16,093**	**24,205**	**.0700**	**.0700**
Cass	89.6	98.1	9.5	39.5	17.6	1,422,201	84.0	23,001	36,005	1,129,037	81.6	18,502	28,583	.0485	.0518
Clay, Minn.	*49.4*	*51.5*	*4.3*	*18.5*	*12.1*	*557,000*	*33.9*	*25,210*	*30,108*	*274,872*	*48.9*	*11,186*	*14,858*	*.0215*	*.0182*
GRAND FORKS	**101.4**	**104.9**	**3.5**	**38.6**	**10.6**	**997,061**	**37.3**	**20,808**	**25,831**	**752,797**	**50.2**	**14,357**	**19,503**	**.0445**	**.0386**
Grand Forks	66.6	69.3	4.1	25.2	11.5	640,227	31.8	21,494	25,406	517,382	47.3	15,542	20,531	.0302	.0256
Polk, Minn.	*34.8*	*35.6*	*2.3*	*13.4*	*8.9*	*356,834*	*48.4*	*19,547*	*26,629*	*235,415*	*57.1*	*12,180*	*17,568*	*.0143*	*.0130*
TOTAL METRO COUNTIES	**237.8**	**260.5**	**9.5**	**99.9**	**17.4**	**3,533,544**	**84.8**	**22,469**	**35,371**	**2,589,024**	**81.6**	**16,752**	**25,916**	**.1178**	**.1260**
TOTAL STATE	**657.1**	**682.6**	**3.9**	**257.9**	**10.9**	**8,931,253**	**77.7**	**21,622**	**34,631**	**5,385,131**	**75.2**	**13,217**	**20,881**	**.2916**	**.2988**
OHIO															
AKRON	**658.8**	**647.3**	**–1.7**	**246.0**	**4.1**	**7,365,909**	**41.1**	**22,100**	**29,943**	**4,083,515**	**44.9**	**11,929**	**16,600**	**.2890**	**.2469**
Portage	137.0	142.8	4.2	50.2	11.1	1,540,647	50.6	22,627	30,690	623,845	55.3	8,889	12,427	.0526	.0481
Summit	521.8	504.5	–3.3	195.8	2.5	5,825,262	38.7	21,975	29,751	3,459,670	43.1	12,648	17,669	.2364	.1988
CANTON	**405.2**	**411.0**	**1.4**	**154.7**	**7.1**	**4,748,330**	**50.1**	**21,906**	**30,694**	**2,736,359**	**52.2**	**12,451**	**17,688**	**.1784**	**.1606**
Carroll	25.9	28.1	8.5	9.8	12.6	285,119	77.6	18,450	29,094	150,355	76.1	9,812	15,342	.0093	.0096
Stark	379.3	382.9	.9	144.9	6.8	4,463,211	48.6	22,127	30,802	2,586,004	51.0	12,620	17,847	.1691	.1510
CINCINNATI	**1,403.3**	**1,418.6**	**1.1**	**539.2**	**6.8**	**18,051,986**	**56.1**	**22,897**	**33,479**	**9,539,915**	**56.9**	**12,046**	**17,693**	**.6303**	**.5827**
Clermont	131.2	151.0	15.1	53.1	22.6	1,798,718	67.8	24,759	33,874	777,266	76.3	10,180	14,638	.0548	.0557
Hamilton	869.1	843.8	–2.9	333.6	2.8	12,112,316	59.8	23,370	36,308	6,348,217	55.1	12,615	19,029	.4120	.3811
Warren	100.2	107.6	7.4	37.2	14.8	1,124,839	49.7	23,172	30,238	512,230	60.8	9,834	13,770	.0394	.0363
Dearborn, Ind.	*34.7*	*37.2*	*7.2*	*13.1*	*12.0*	*276,095*	*41.0*	*16,731*	*21,076*	*146,594*	*54.7*	*8,102*	*11,190*	*.0113*	*.0103*
Boone, Ky.	*47.2*	*54.6*	*15.7*	*19.0*	*22.6*	*567,038*	*52.5*	*23,982*	*29,844*	*683,471*	*68.2*	*26,216*	*35,972*	*.0270*	*.0262*
Campbell, Ky.	*83.0*	*81.0*	*–2.4*	*29.7*	*3.1*	*742,017*	*31.4*	*19,601*	*24,984*	*366,040*	*42.3*	*8,931*	*12,325*	*.0308*	*.0253*
Kenton, Ky.	*137.9*	*143.4*	*4.0*	*53.5*	*9.6*	*1,430,963*	*39.7*	*20,984*	*26,747*	*706,097*	*49.6*	*9,670*	*13,198*	*.0550*	*.0478*

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Raleigh Durham

•Rankings
77 METRO
40 ADI
58 NEWSPAPER MARKET
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6.1% NORTH CAROLINA
7.3% UNITED STATES
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
OH (cont.)															
CINCINNATI - HAMILTON CONSOLIDATED AREA	1,664.5	1,696.9	1.9	640.7	7.7	21,667,653	58.5	22,986	33,819	11,077,620	58.7	11,735	17,290	.7392	.6921
CLEVELAND	1,888.7	1,859.4	–1.6	728.8	4.3	24,258,264	41.8	24,478	33,285	12,924,120	47.8	12,512	17,733	.9083	.7811
Cuyahoga	1,483.6	1,422.4	–4.1	575.3	1.9	18,040,864	33.1	23,992	31,359	9,711,589	40.6	12,233	16,881	.7180	.5859
Geauga	75.4	82.1	8.9	26.9	15.0	1,049,393	68.6	26,602	39,011	489,590	72.9	12,098	18,200	.0325	.0327
Lake	213.9	221.6	3.6	81.4	10.7	3,715,858	78.7	28,285	45,649	1,795,109	74.2	14,018	22,053	.1080	.1111
Medina	115.8	133.3	15.1	45.2	21.5	1,452,149	69.7	23,007	32,127	927,832	77.7	14,034	20,527	.0498	.0514
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	2,823.8	2,792.4	–1.1	1,076.3	4.7	34,567,251	41.5	23,776	32,117	18,517,225	47.3	12,234	17,205	1.3107	1.1267
COLUMBUS	1,099.3	1,139.1	3.6	445.0	10.1	13,448,331	46.7	22,681	30,221	7,487,514	51.5	12,222	16,826	.5026	.4478
Delaware	54.7	60.8	11.2	21.3	17.7	763,965	100.2	21,086	35,867	270,327	91.1	7,815	12,691	.0197	.0223
Fairfield	95.4	106.9	12.1	37.6	15.7	996,043	67.8	18,263	26,491	505,921	71.0	9,105	13,455	.0340	.0341
Franklin	871.9	889.7	2.0	357.8	9.0	10,896,082	41.5	23,443	30,453	6,337,731	48.2	13,026	17,713	.4214	.3651
Madison	33.3	35.7	7.2	12.4	13.8	348,800	63.2	19,611	28,129	164,226	67.5	8,994	13,244	.0119	.0116
Pickaway	44.0	46.0	4.5	15.9	10.4	443,441	57.2	19,595	27,889	209,309	63.2	8,905	13,164	.0156	.0147
DAYTON	828.7	820.0	–1.0	318.8	5.1	9,487,571	36.7	22,879	29,760	5,020,645	43.8	11,513	15,749	.3723	.3125
Greene	130.2	132.6	1.8	47.5	8.4	1,600,694	42.1	25,718	33,699	686,301	52.8	10,256	14,448	.0564	.0493
Miami	90.8	94.1	3.6	35.4	9.3	1,130,543	73.4	20,121	31,936	573,377	70.2	10,399	16,197	.0364	.0365
Montgomery	569.2	552.8	–2.9	221.2	3.5	6,414,636	31.0	22,909	28,999	3,597,026	38.7	12,131	16,261	.2653	.2149
Preble	38.5	40.5	5.2	14.7	10.5	341,698	30.0	19,760	23,245	163,941	46.2	8,430	11,152	.0142	.0118
DAYTON - SPRINGFIELD CONSOLIDATED AREA	1,012.2	1,001.2	–1.1	387.7	5.0	11,314,027	37.6	22,282	29,182	5,997,108	44.3	11,262	15,468	.4444	.3748
HAMILTON - MIDDLETOWN	261.2	278.3	6.5	101.5	12.9	3,615,667	71.3	23,482	35,622	1,537,705	71.2	9,989	15,150	.1089	.1094
Butler	261.2	278.3	6.5	101.5	12.9	3,615,667	71.3	23,482	35,622	1,537,705	71.2	9,989	15,150	.1089	.1094
LIMA	219.0	224.8	2.6	82.2	8.4	2,412,059	49.0	21,361	29,344	1,348,186	52.8	11,643	16,401	.0911	.0823
Allen	112.4	113.6	1.1	42.3	6.8	1,145,957	31.2	22,065	27,091	787,445	43.9	13,819	18,616	.0509	.0422
Auglaize	42.9	45.3	5.6	16.5	11.5	475,316	54.6	20,774	28,807	235,102	60.6	9,891	14,249	.0167	.0159
Putnam	33.1	34.2	3.3	11.3	9.7	472,693	118.2	21,030	41,831	174,743	96.0	8,656	15,464	.0116	.0138
Van Wert	30.6	31.7	3.6	12.1	9.0	318,093	43.7	19,939	26,289	150,896	51.2	8,990	12,471	.0119	.0104
LORAIN - ELYRIA	276.3	285.7	3.4	101.5	9.8	2,943,078	40.0	22,750	28,996	1,509,590	49.7	10,913	14,873	.1134	.0987
Lorain	276.3	285.7	3.4	101.5	9.8	2,943,078	40.0	22,750	28,996	1,509,590	49.7	10,913	14,873	.1134	.0987
MANSFIELD	131.2	131.9	.5	50.2	6.8	1,173,906	22.3	20,419	23,385	833,017	37.9	12,855	16,594	.0567	.0450
Richland	131.2	131.9	.5	50.2	6.8	1,173,906	22.3	20,419	23,385	833,017	37.9	12,855	16,594	.0567	.0450
NEWARK	121.9	128.9	5.7	48.1	11.9	1,099,591	40.7	18,171	22,861	612,478	49.4	9,531	12,733	.0449	.0396
Licking	121.9	128.9	5.7	48.1	11.9	1,099,591	40.7	18,171	22,861	612,478	49.4	9,531	12,733	.0449	.0396
PARKERSBURG - MARIETTA	164.2	172.0	4.8	64.9	10.2	1,983,095	62.2	20,762	30,556	1,273,168	63.6	13,214	19,617	.0723	.0696
Washington	64.9	69.0	6.3	25.6	12.3	769,527	78.0	18,964	30,060	449,561	74.8	11,283	17,561	.0256	.0264
Wirt, W. Va.	5.0	5.4	8.0	1.8	5.9	44,718	88.1	13,983	24,843	12,679	78.9	4,170	7,044	.0014	.0015
Wood, W. Va.	94.3	97.6	3.5	37.5	9.0	1,168,850	52.4	22,289	31,169	810,928	57.8	14,941	21,625	.0453	.0417
SPRINGFIELD	183.5	181.2	–1.3	68.9	4.7	1,826,456	42.1	19,532	26,509	976,463	46.9	10,105	14,172	.0721	.0623
Champaign	33.9	35.6	5.0	13.3	10.8	432,326	90.6	18,902	32,506	172,841	81.2	7,949	12,996	.0123	.0130
Clark	149.6	145.6	–2.7	55.6	3.3	1,394,130	31.7	19,672	25,074	803,622	41.1	10,586	14,454	.0598	.0493
STEUBENVILLE - WEIRTON	162.6	159.6	–1.8	60.2	3.8	2,047,451	52.3	23,183	34,011	909,686	55.9	10,062	15,111	.0693	.0626
Jefferson	91.2	88.9	–2.5	33.8	2.7	1,288,082	76.1	22,229	38,109	593,356	67.0	10,801	17,555	.0392	.0388
Brooke, W. Va.	31.1	31.0	–.3	11.3	5.6	353,237	34.6	24,528	31,260	114,373	45.2	7,361	10,122	.0123	.0103
Hancock, W. Va.	40.3	39.7	–1.5	15.1	4.9	406,132	15.8	24,364	26,896	201,957	35.1	10,380	13,375	.0178	.0135
TOLEDO	794.7	809.7	1.9	302.9	7.6	9,827,874	44.9	24,093	32,446	5,117,816	50.4	12,083	16,896	.3622	.3190
Fulton	38.1	40.8	7.1	14.5	13.3	412,016	49.9	21,469	28,415	208,644	56.1	10,439	14,389	.0151	.0140
Lucas	471.7	464.6	–1.5	181.3	4.1	5,921,185	39.6	24,371	32,660	3,260,699	45.0	12,917	17,985	.2281	.1935
Ottawa	40.3	41.9	4.0	15.8	9.7	450,400	48.7	21,029	28,506	219,689	56.1	9,775	13,904	.0162	.0147
Wood	108.8	118.7	9.1	41.9	15.4	1,196,920	39.0	23,729	28,566	708,711	55.6	12,548	16,914	.0474	.0420
Monroe, Mich.	135.8	143.7	5.8	49.4	12.3	1,847,353	67.5	25,061	37,396	720,073	70.0	9,629	14,576	.0554	.0548
YOUNGSTOWN - WARREN	530.7	528.0	–.5	199.1	5.5	5,976,677	38.4	22,890	30,018	3,332,493	47.5	11,976	16,738	.2357	.2010
Mahoning	288.3	280.8	–2.6	106.6	3.2	3,316,647	45.8	22,016	31,113	1,810,153	50.3	11,662	16,981	.1253	.1098
Trumbull	242.4	247.2	2.0	92.5	8.3	2,660,030	30.1	23,947	28,757	1,522,340	44.3	12,355	16,458	.1104	.0912
TOTAL METRO COUNTIES	8,667.1	8,714.1	.5	3,339.4	6.5	104,630,015	45.5	22,936	31,332	56,230,796	50.1	11,948	16,839	3.9047	3.4353
TOTAL STATE	10,813.3	10,962.4	1.4	4,160.5	7.2	126,189,054	47.2	22,079	30,330	67,886,720	51.7	11,526	16,317	4.6983	4.1822
OKLAHOMA															
ENID	63.4	68.1	7.4	27.6	13.6	1,022,717	112.2	19,830	37,055	653,917	96.3	13,711	23,693	.0293	.0342
Garfield	63.4	68.1	7.4	27.6	13.6	1,022,717	112.2	19,830	37,055	653,917	96.3	13,711	23,693	.0293	.0342
LAWTON	112.9	116.3	3.0	38.6	8.4	1,618,875	93.3	23,525	41,940	723,968	81.3	11,219	18,756	.0454	.0491
Comanche	112.9	116.3	3.0	38.6	8.4	1,618,875	93.3	23,525	41,940	723,968	81.3	11,219	18,756	.0454	.0491
OKLAHOMA CITY	843.7	913.8	8.3	363.1	13.9	17,804,511	126.0	24,707	49,035	8,968,544	100.9	14,002	24,700	.4298	.5263
Canadian	58.4	70.1	20.0	23.8	22.7	1,106,075	151.3	22,689	46,474	529,844	124.1	12,187	22,262	.0246	.0332
Cleveland	137.0	163.2	19.1	60.4	26.9	2,293,212	105.5	23,438	37,967	832,949	97.4	8,864	13,791	.0560	.0657
McClain	20.8	24.1	15.9	8.4	16.7	239,195	116.3	15,361	28,476	130,508	102.4	8,954	15,537	.0069	.0082
Oklahoma	571.3	593.6	3.9	247.1	10.3	13,325,688	127.9	26,087	53,928	7,026,780	99.4	15,725	28,437	.3206	.3923
Pottawatomie	56.2	62.8	11.7	23.4	14.1	840,341	130.7	17,766	35,912	448,463	106.7	10,582	19,165	.0217	.0269

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
OK (cont.)															
TULSA	**699.6**	**775.3**	**10.8**	**307.1**	**16.2**	**13,465,877**	**124.3**	**22,719**	**43,849**	**6,881,423**	**100.4**	**12,997**	**22,408**	**.3334**	**.4069**
Creek	60.2	68.2	13.3	25.0	16.8	857,230	115.8	18,559	34,289	338,950	99.7	7,931	13,558	.0216	.0256
Mayes	32.9	37.7	14.6	14.2	19.3	427,540	122.0	16,186	30,108	263,785	107.5	10,683	18,576	.0123	.0148
Osage	40.0	45.5	13.8	17.3	17.7	659,249	131.5	19,372	38,107	145,639	109.4	4,731	8,418	.0134	.0170
Rogers	47.8	56.6	18.4	19.6	21.0	715,549	145.0	18,031	36,508	325,352	119.4	9,156	16,600	.0168	.0222
Tulsa	475.4	513.2	8.0	213.0	14.7	10,163,902	121.7	24,683	47,718	5,692,684	98.4	15,447	26,726	.2570	.3102
Wagoner	43.3	54.1	24.9	18.0	25.9	642,407	154.7	17,641	35,689	115,013	127.3	3,538	6,390	.0123	.0171
TOTAL METRO COUNTIES	**1,792.2**	**1,955.1**	**9.1**	**766.3**	**14.6**	**34,740,023**	**123.6**	**23,248**	**45,335**	**17,627,398**	**100.0**	**13,189**	**23,003**	**.8593**	**1.0438**
TOTAL STATE	**3,059.5**	**3,317.3**	**8.4**	**1,292.3**	**13.3**	**52,699,628**	**121.2**	**20,898**	**40,780**	**26,847,368**	**99.0**	**11,830**	**20,775**	**1.3436**	**1.6143**
OREGON															
EUGENE - SPRINGFIELD	**279.9**	**313.9**	**12.1**	**128.0**	**19.9**	**3,305,642**	**56.0**	**19,844**	**25,825**	**2,413,943**	**66.7**	**13,560**	**18,859**	**.1279**	**.1234**
Lane	279.9	313.9	12.1	128.0	19.9	3,305,642	56.0	19,844	25,825	2,413,943	66.7	13,560	18,859	.1279	.1234
MEDFORD	**135.4**	**156.5**	**15.6**	**61.8**	**22.1**	**1,430,590**	**57.6**	**17,943**	**23,149**	**1,211,423**	**69.4**	**14,134**	**19,602**	**.0591**	**.0583**
Jackson	135.4	156.5	15.6	61.8	22.1	1,430,590	57.6	17,943	23,149	1,211,423	69.4	14,134	19,602	.0591	.0583
PORTLAND	**1,262.8**	**1,393.2**	**10.3**	**569.6**	**16.2**	**18,653,255**	**68.7**	**22,564**	**32,748**	**10,544,232**	**67.6**	**12,840**	**18,512**	**.6107**	**.6089**
Clackamas	248.0	289.4	16.7	107.8	23.1	4,105,142	90.9	24,549	38,081	1,757,189	89.1	10,608	16,300	.1098	.1222
Multnomah	563.7	570.9	1.3	253.0	7.2	6,618,307	36.6	20,523	26,159	4,624,952	44.2	13,585	18,280	.2825	.2386
Washington	253.6	301.7	19.0	120.8	27.0	4,675,471	93.8	25,373	38,704	2,974,960	93.3	16,186	24,627	.1365	.1548
Clark, Wash.	*197.5*	*231.2*	*17.1*	*88.0*	*23.4*	*3,254,335*	*97.3*	*23,137*	*36,981*	*1,187,131*	*92.5*	*8,649*	*13,490*	*.0819*	*.0933*
SALEM	**255.3**	**292.2**	**14.5**	**113.7**	**21.5**	**2,924,994**	**65.7**	**18,855**	**25,726**	**1,903,940**	**72.0**	**11,824**	**16,745**	**.1055**	**.1061**
Marion	209.2	240.4	14.9	93.6	22.0	2,324,845	59.2	19,041	24,838	1,686,183	69.9	12,937	18,015	.0895	.0882
Polk	46.1	51.8	12.4	20.1	18.9	600,149	97.2	18,011	29,858	217,757	90.2	6,776	10,834	.0160	.0179
TOTAL METRO COUNTIES	**1,735.9**	**1,924.6**	**10.9**	**785.1**	**17.2**	**23,060,146**	**62.4**	**21,202**	**29,372**	**14,886,407**	**66.4**	**13,357**	**18,961**	**.8213**	**.8034**
TOTAL STATE	**2,678.4**	**2,987.2**	**11.5**	**1,200.5**	**17.8**	**33,700,611**	**63.4**	**20,228**	**28,072**	**22,155,422**	**68.0**	**12,935**	**18,455**	**1.2123**	**1.1959**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	**640.0**	**663.1**	**3.6**	**255.5**	**9.1**	**9,186,667**	**69.2**	**23,200**	**35,956**	**4,547,144**	**67.8**	**11,578**	**17,797**	**.2898**	**.2861**
Carbon	53.5	55.0	2.8	21.5	8.0	491,833	49.7	16,514	22,876	251,094	55.5	8,112	11,679	.0187	.0171
Lehigh	275.0	284.6	3.5	113.1	9.5	4,358,939	71.1	24,668	38,541	2,468,363	68.9	14,143	21,825	.1396	.1389
Northampton	226.2	232.0	2.6	87.4	7.9	3,171,149	69.7	23,064	36,283	1,257,067	67.2	9,283	14,383	.0946	.0934
Warren, N. J.	*85.3*	*91.5*	*7.3*	*33.5*	*12.0*	*1,164,746*	*69.8*	*22,943*	*34,769*	*570,620*	*69.8*	*11,238*	*17,033*	*.0369*	*.0367*
ALTOONA	**136.7**	**138.0**	**1.0**	**52.5**	**6.1**	**1,396,784**	**53.9**	**18,333**	**26,605**	**926,551**	**56.8**	**11,939**	**17,649**	**.0554**	**.0509**
Blair	136.7	138.0	1.0	52.5	6.1	1,396,784	53.9	18,333	26,605	926,551	56.8	11,939	17,649	.0554	.0509
ERIE	**281.0**	**289.3**	**3.0**	**107.4**	**9.1**	**3,427,338**	**67.9**	**20,745**	**31,912**	**1,801,032**	**66.8**	**10,972**	**16,769**	**.1144**	**.1121**
Erie	281.0	289.3	3.0	107.4	9.1	3,427,338	67.9	20,745	31,912	1,801,032	66.8	10,972	16,769	.1144	.1121
HARRISBURG	**448.7**	**467.6**	**4.2**	**182.8**	**10.3**	**6,607,002**	**63.5**	**24,372**	**36,143**	**3,503,947**	**65.3**	**12,785**	**19,168**	**.2164**	**.2092**
Cumberland	179.4	189.4	5.6	71.8	12.4	2,988,393	68.6	27,746	41,621	1,650,508	69.3	15,257	22,988	.0949	.0940
Dauphin	233.0	238.0	2.1	96.2	7.8	3,301,251	60.7	23,028	34,317	1,696,982	61.9	11,753	17,640	.1096	.1040
Perry	36.3	40.2	10.7	14.8	16.5	317,358	48.5	16,831	21,443	156,457	62.0	7,606	10,571	.0119	.0112
JOHNSTOWN	**264.8**	**267.2**	**.9**	**98.8**	**6.4**	**2,952,097**	**52.0**	**20,911**	**29,880**	**1,604,427**	**57.0**	**10,999**	**16,239**	**.1086**	**.0990**
Cambria	183.1	182.1	–.5	67.3	5.2	2,197,017	58.0	21,724	32,645	1,244,754	59.6	12,184	18,496	.0787	.0732
Somerset	81.7	85.1	4.2	31.5	9.0	755,080	36.7	19,111	23,971	359,673	48.6	8,376	11,418	.0299	.0258
LANCASTER	**365.5**	**390.0**	**6.7**	**142.3**	**12.8**	**4,724,765**	**65.1**	**22,673**	**33,203**	**2,468,997**	**64.2**	**11,913**	**17,351**	**.1576**	**.1536**
Lancaster	365.5	390.0	6.7	142.3	12.8	4,724,765	65.1	22,673	33,203	2,468,997	64.2	11,913	17,351	.1576	.1536
NORTHEAST PENNSYLVANIA	**641.8**	**653.5**	**1.8**	**252.1**	**7.1**	**6,753,928**	**55.5**	**18,463**	**26,791**	**3,718,862**	**57.4**	**10,039**	**14,752**	**.2495**	**.2307**
Lackawanna	227.4	225.1	–1.0	86.1	4.2	2,234,765	48.0	18,279	25,955	1,218,660	52.2	9,695	14,154	.0864	.0769
Luzerne	343.1	344.3	.3	133.6	5.5	3,482,342	50.3	18,296	26,065	1,844,792	51.2	9,635	13,808	.1319	.1182
Monroe	71.3	84.1	18.0	32.4	24.1	1,036,821	100.1	19,855	32,001	655,410	91.9	13,086	20,229	.0312	.0356
PHILADELPHIA	**4,709.8**	**4,662.1**	**–1.0**	**1,723.4**	**4.3**	**67,648,413**	**65.4**	**24,738**	**39,253**	**29,994,304**	**61.5**	**11,232**	**17,404**	**2.1162**	**2.0236**
Bucks	483.8	517.9	7.0	181.7	13.6	6,778,588	61.3	26,259	37,306	3,819,296	62.5	14,690	21,020	.2312	.2219
Chester	320.1	342.2	6.9	121.5	13.4	5,537,860	85.7	27,851	45,579	2,159,250	80.0	11,203	17,772	.1475	.1570
Delaware	552.2	527.7	–4.4	196.4	1.4	9,531,908	80.8	27,211	48,533	3,992,878	68.6	12,229	20,330	.2672	.2701
Montgomery	644.6	653.6	1.4	243.4	7.6	12,185,763	73.5	31,036	50,065	5,348,848	66.0	14,240	21,976	.3501	.3481
Philadelphia	1,668.2	1,534.4	–8.0	596.2	–3.5	16,226,150	43.4	20,584	30,571	7,138,50[illegible]	42.3	8,124	11,973	.6523	.5509
Burlington, N. J.	*366.0*	*387.0*	*5.7*	*131.9*	*12.4*	*5,586,496*	*78.6*	*26,637*	*42,354*	*2,533,541*	*71.9*	*12,556*	*19,208*	*.1640*	*.1683*
Camden, N. J.	*472.8*	*481.5*	*1.8*	*176.6*	*7.4*	*7,093,564*	*73.7*	*24,832*	*40,167*	*3,320,595*	*66.0*	*12,164*	*18,803*	*.2161*	*.2147*
Gloucester, N. J.	*202.1*	*217.8*	*7.8*	*75.7*	*13.8*	*2,708,084*	*81.7*	*22,413*	*35,774*	*1,681,395*	*80.0*	*14,043*	*22,211*	*.0878*	*.0926*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,544.0***	***5,507.4***	***–.7***	***2,034.9***	***4.7***	***78,917,058***	***63.7***	***24,799***	***38,782***	***35,646,158***	***60.6***	***11,417***	***17,517***	***2.5032***	***2.3785***
PITTSBURGH	**2,253.5**	**2,185.8**	**–3.0**	**856.6**	**2.7**	**28,797,171**	**56.1**	**22,111**	**33,618**	**14,273,629**	**53.4**	**11,157**	**16,663**	**.9951**	**.9056**
Allegheny	1,438.4	1,360.8	–5.4	544.9	.4	19,359,162	54.6	23,065	35,528	9,462,317	50.7	11,571	17,365	.6661	.5974
Beaver	204.2	202.9	–.6	76.2	5.2	2,244,459	45.1	21,372	29,455	1,119,474	51.2	10,223	14,691	.0836	.0734
Washington	217.5	221.2	1.7	83.5	7.2	2,254,496	52.5	18,979	27,000	1,302,843	56.7	10,676	15,603	.0858	.0784
Westmoreland	393.4	400.9	1.9	152.0	7.7	4,939,054	70.4	20,548	32,494	2,388,995	64.2	10,308	15,717	.1596	.1564
READING	**314.1**	**324.0**	**3.2**	**125.6**	**8.3**	**4,148,970**	**59.1**	**22,481**	**33,033**	**2,128,379**	**59.6**	**11,495**	**16,946**	**.1408**	**.1326**
Berks	314.1	324.0	3.2	125.6	8.3	4,148,970	59.1	22,481	33,033	2,128,379	59.6	11,495	16,946	.1408	.1326
SHARON	**128.3**	**128.5**	**.2**	**47.9**	**6.0**	**1,524,850**	**75.9**	**19,175**	**31,834**	**877,816**	**69.6**	**11,452**	**18,326**	**.0511**	**.0513**
Mercer	128.3	128.5	.2	47.9	6.0	1,524,850	75.9	19,175	31,834	877,816	69.6	11,452	18,326	.0511	.0513

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
PA (cont.)															
STATE COLLEGE	113.6	120.0	5.6	41.7	13.0	1,359,141	83.2	20,102	32,593	831,247	78.3	12,636	19,934	.0450	.0470
Centre	113.6	120.0	5.6	41.7	13.0	1,359,141	83.2	20,102	32,593	831,247	78.3	12,636	19,934	.0450	.0470
WILLIAMSPORT	118.9	121.8	2.4	46.2	8.2	1,251,716	59.7	18,353	27,093	749,771	61.5	10,873	16,229	.0464	.0440
Lycoming	118.9	121.8	2.4	46.2	8.2	1,251,716	59.7	18,353	27,093	749,771	61.5	10,873	16,229	.0464	.0440
YORK	385.1	411.7	6.9	154.8	12.4	5,481,605	80.8	22,014	35,411	2,521,000	74.1	10,517	16,286	.1623	.1686
Adams	69.1	74.9	8.4	26.9	15.0	920,395	66.1	23,686	34,215	333,375	69.5	8,406	12,393	.0275	.0272
York	316.0	336.8	6.6	127.9	11.9	4,561,210	84.1	21,671	35,662	2,187,625	74.8	10,949	17,104	.1348	.1414
TOTAL METRO COUNTIES	9,713.7	9,684.5	–.3	3,684.4	5.2	128,983,232	61.7	22,766	35,008	61,982,770	59.6	11,088	16,823	4.2553	4.0123
TOTAL STATE	11,873.1	11,929.4	.5	4,518.0	5.9	151,333,434	62.1	21,894	33,496	74,825,262	60.5	10,932	16,562	5.0609	4.7933
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	867.8	874.2	.7	335.2	6.6	11,232,087	64.4	21,718	33,509	4,923,986	60.7	9,742	14,690	.3592	.3432
Bristol	46.9	47.1	.4	16.7	7.1	684,319	86.8	23,482	40,977	184,929	73.9	6,817	11,074	.0175	.0183
Kent	154.8	161.2	4.1	61.1	10.9	2,201,299	69.4	23,583	36,028	1,236,687	67.1	13,428	20,240	.0723	.0714
Providence	571.6	566.4	–.9	221.5	4.5	7,105,026	61.9	20,705	32,077	2,977,018	57.4	8,925	13,440	.2296	.2156
Washington	94.5	99.5	5.3	35.9	12.5	1,241,443	59.7	24,366	34,581	525,352	60.9	10,233	14,634	.0398	.0379
TOTAL METRO COUNTIES	867.8	874.2	.7	335.2	6.6	11,232,087	64.4	21,718	33,509	4,923,986	60.7	9,742	14,690	.3592	.3432
TOTAL STATE	949.6	950.2	.1	363.3	5.9	12,306,177	64.0	21,862	33,873	5,326,700	60.2	9,691	14,662	.3932	.3742
SOUTH CAROLINA															
ANDERSON	135.3	150.5	11.2	56.3	17.0	1,177,352	35.9	18,017	20,912	879,586	53.6	11,909	15,623	.0535	.0476
Anderson	135.3	150.5	11.2	56.3	17.0	1,177,352	35.9	18,017	20,912	879,586	53.6	11,909	15,623	.0535	.0476
CHARLESTON - NORTH CHARLESTON	436.8	487.0	11.5	168.0	18.6	3,864,098	44.4	18,890	23,001	2,418,685	56.3	10,923	14,397	1602	.1468
Berkeley	96.9	117.3	21.1	38.8	29.3	826,385	63.4	16,857	21,299	264,713	78.7	4,937	6,823	.0270	.0279
Charleston	279.5	295.3	5.7	104.3	12.6	2,577,992	37.6	20,233	24,717	1,869,437	51.4	13,335	17,924	.1145	.1002
Dorchester	60.4	74.4	23.2	24.9	30.4	459,721	54.6	15,572	18,463	284,535	72.5	8,636	11,427	.0187	.0187
COLUMBIA	414.7	459.1	10.7	162.4	18.5	4,378,764	45.6	21,936	26,963	2,639,970	57.5	12,229	16,256	.1715	.1567
Lexington	144.3	171.7	19.0	62.4	26.1	1,536,994	60.7	19,326	24,631	769,682	74.0	8,937	12,335	.0529	.0529
Richland	270.4	287.4	6.3	100.0	14.2	2,841,770	38.6	23,411	28,418	1,870,288	51.5	14,089	18,703	.1186	.1038
FLORENCE	111.7	123.1	10.2	42.8	16.9	977,383	39.5	19,139	22,836	738,356	55.2	12,995	17,251	.0439	.0395
Florence	111.7	123.1	10.2	42.8	16.9	977,383	39.5	19,139	22,836	738,356	55.2	12,995	17,251	.0439	.0395
GREENVILLE - SPARTANBURG	575.4	624.7	8.6	231.9	14.9	5,671,164	41.7	19,840	24,455	3,836,188	56.1	12,176	16,542	.2368	.2133
Greenville	291.2	315.8	8.4	119.4	14.9	3,068,408	40.2	21,068	25,699	2,022,474	54.6	12,589	16,939	.1264	.1126
Pickens	80.7	91.2	13.0	32.1	20.2	615,137	36.2	16,917	19,163	416,781	57.0	9,944	12,984	.0276	.0251
Spartanburg	203.5	217.7	7.0	80.4	12.9	1,987,619	45.8	19,144	24,722	1,396,933	58.1	12,410	17,375	.0828	.0756
ROCK HILL	108.4	120.7	11.3	42.3	18.2	1,006,959	41.2	19,921	23,805	602,019	57.9	10,649	14,232	.0411	.0373
York	108.4	120.7	11.3	42.3	18.2	1,006,959	41.2	19,921	23,805	602,019	57.9	10,649	14,232	.0411	.0373
TOTAL METRO COUNTIES	1,889.1	2,080.3	10.1	746.4	16.9	18,221,297	42.9	19,980	24,412	11,658,163	56.3	11,681	15,619	.7487	.6791
TOTAL STATE	3,157.7	3,445.8	9.1	1,223.2	15.9	28,352,395	43.1	18,780	23,179	18,044,187	56.8	10,909	14,752	1.1801	1.0725

In South Carolina, Metro Greenville is the No. 1:

- ☐ Food Market
- ☐ Liquor Market
- ☐ Automotive Market
- ☐ Home Furnishings Market
- ☐ Building Supply Market
- ☐ Drugstore Market
- ☐ Market for Population
- ☐ Apparel/Accessories Market
- ☐ White-collar Employment Market
- ☐ Market for Effective Buying Income
- ☐ Market for Households
- ☐ Market for Total Retail Sales
- ☑ ALL OF THE ABOVE

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
SOUTH DAKOTA															
SIOUX FALLS	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
Minnehaha	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
TOTAL METRO COUNTIES	110.6	118.9	7.5	47.3	15.1	1,448,210	48.0	23,802	30,618	1,193,865	59.0	18,264	25,240	.0600	.0549
TOTAL STATE	694.2	716.5	3.2	270.2	9.5	7,564,963	53.8	19,941	27,998	4,881,966	59.4	12,417	18,068	.2913	.2705
TENNESSEE															
CHATTANOOGA	430.4	458.7	6.6	172.7	12.4	4,306,322	57.7	17,770	24,935	2,732,638	62.0	10,973	15,823	.1652	.1575
Hamilton	289.8	305.7	5.5	117.0	11.3	3,049,982	59.0	18,255	26,068	2,111,857	61.6	12,431	18,050	.1189	.1130
Marion	24.7	26.7	8.1	9.8	15.3	209,837	47.5	16,735	21,412	102,550	55.5	7,760	10,464	.0081	.0076
Sequatchie	8.8	10.0	13.6	3.5	16.7	68,380	48.7	15,329	19,537	24,595	57.0	5,222	7,027	.0023	.0025
Catoosa, Ga.	*37.7*	*42.5*	*12.7*	*15.4*	*18.5*	*290,165*	*51.0*	*14,784*	*18,842*	*207,663*	*64.7*	*9,701*	*13,485*	*.0125*	*.0119*
Dade, Ga.	*12.5*	*13.7*	*9.6*	*4.7*	*14.6*	*151,133*	*106.2*	*17,874*	*32,156*	*74,780*	*95.2*	*9,345*	*15,911*	*.0044*	*.0051*
Walker, Ga.	*56.9*	*60.1*	*5.6*	*22.3*	*11.5*	*536,825*	*49.6*	*17,943*	*24,073*	*211,193*	*57.7*	*6,697*	*9,471*	*.0190*	*.0174*
CLARKSVILLE - HOPKINSVILLE	153.0	172.7	12.9	58.0	20.1	1,786,679	82.9	20,225	30,805	1,022,995	79.5	11,801	17,638	.0581	.0617
Montgomery	85.2	98.0	15.0	34.7	23.0	1,262,273	114.7	20,846	36,377	644,370	99.4	11,461	18,570	.0337	.0401
Christian, Ky.	*67.8*	*74.7*	*10.2*	*23.3*	*15.9*	*524,406*	*34.8*	*19,355*	*22,507*	*378,625*	*53.4*	*12,277*	*16,250*	*.0244*	*.0216*
JOHNSON CITY - KINGSPORT - BRISTOL	437.7	464.8	6.2	176.5	12.2	4,666,997	76.1	16,849	26,442	2,981,034	73.7	10,908	16,890	.1647	.1680
Carter	50.7	53.9	6.3	20.7	13.1	395,998	56.4	13,836	19,130	180,193	60.9	6,119	8,705	.0150	.0141
Hawkins	44.5	49.7	11.7	18.5	17.8	321,393	50.2	13,629	17,373	115,104	60.0	4,583	6,222	.0121	.0113
Sullivan	145.0	151.9	4.8	58.8	10.9	1,887,173	92.4	18,509	32,095	1,290,928	82.3	13,360	21,955	.0617	.0666
Unicoi	16.4	16.9	3.0	6.5	8.3	101,285	38.1	12,227	15,582	48,699	50.6	5,390	7,492	.0044	.0039
Washington	89.8	96.9	7.9	36.4	14.1	1,308,010	102.5	20,248	35,934	711,372	90.2	11,723	19,543	.0373	.0420
Bristol, Va.	*19.0*	*18.9*	*–.5*	*8.4*	*12.0*	*134,938*	*41.7*	*12,697*	*16,064*	*340,209*	*55.1*	*29,253*	*40,501*	*.0111*	*.0100*
Scott, Va.	*25.1*	*25.1*	*.0*	*9.2*	*4.5*	*161,858*	*33.5*	*13,782*	*17,593*	*89,356*	*45.5*	*6,981*	*9,713*	*.0075*	*.0063*
Washington, Va.	*47.2*	*51.5*	*9.1*	*18.0*	*11.8*	*356,342*	*33.7*	*16,549*	*19,797*	*205,173*	*50.2*	*8,484*	*11,399*	*.0156*	*.0138*
KNOXVILLE	481.5	516.0	7.2	203.2	13.8	6,022,750	65.9	20,325	29,640	3,439,778	65.7	11,622	16,928	.2069	.2028
Anderson	67.8	71.1	4.9	28.0	11.6	841,279	74.4	19,224	30,046	482,002	72.2	11,153	17,214	.0280	.0283
Blount	78.8	86.1	9.3	33.2	15.3	872,355	60.9	18,824	26,276	502,151	66.7	10,461	15,125	.0312	.0304
Knox	323.0	345.5	7.0	137.1	13.7	4,160,747	63.5	21,098	30,348	2,426,225	63.8	12,279	17,697	.1444	.1401
Union	11.9	13.3	11.8	4.9	19.5	148,367	143.3	14,875	30,279	29,400	115.5	3,328	6,000	.0033	.0040
MEMPHIS	919.5	961.7	4.6	353.3	11.1	12,215,110	78.1	21,567	34,574	6,280,330	70.6	11,575	17,776	.3838	.3911
Shelby	781.6	810.2	3.7	302.3	10.2	10,937,552	79.1	22,274	36,181	5,594,355	70.9	11,941	18,506	.3385	.3456
Tipton	33.1	35.8	8.2	12.4	13.8	208,639	42.8	13,401	16,826	109,746	51.8	6,632	8,850	.0092	.0083
Crittenden, Ark.	*49.1*	*50.8*	*3.5*	*17.4*	*10.1*	*425,961*	*53.5*	*17,563*	*24,481*	*346,537*	*60.9*	*13,630*	*19,916*	*.0186*	*.0174*
De Soto, Miss.	*55.7*	*64.9*	*16.5*	*21.2*	*24.0*	*642,958*	*96.6*	*19,126*	*30,328*	*229,692*	*93.0*	*6,960*	*10,835*	*.0175*	*.0198*
NASHVILLE-DAVIDSON	862.2	942.3	9.3	355.1	14.8	10,686,339	59.2	21,710	30,094	6,162,900	61.4	12,349	17,355	.3792	.3628
Cheatham	22.3	26.8	20.2	9.0	23.3	204,937	65.0	17,014	22,771	61,630	70.5	4,952	6,848	.0064	.0066
Davidson	479.9	493.8	2.9	198.6	9.7	6,340,795	48.7	23,561	31,927	4,030,612	52.8	14,574	20,295	.2415	.2168
Dickson	30.6	34.8	13.7	12.9	19.4	254,956	52.5	15,485	19,764	179,165	65.0	10,056	13,889	.0107	.0103
Robertson	37.6	41.7	10.9	14.8	15.6	413,129	85.5	17,399	27,914	200,752	81.3	8,653	13,564	.0129	.0138
Rutherford	86.0	99.4	15.6	35.3	22.1	955,205	74.2	18,974	27,060	570,661	78.2	11,080	16,166	.0326	.0340
Sumner	88.2	104.9	18.9	36.4	23.4	1,025,296	70.1	20,430	28,167	454,758	77.1	8,702	12,493	.0324	.0335
Williamson	60.0	72.9	21.5	24.4	25.8	872,793	111.6	21,259	35,770	417,041	102.9	10,594	17,092	.0231	.0276
Wilson	57.6	68.0	18.1	23.7	21.5	619,228	67.1	19,006	26,128	248,281	74.2	7,308	10,476	.0196	.0202
TOTAL METRO COUNTIES	2,913.3	3,114.0	6.9	1,178.9	13.1	36,459,611	69.9	20,582	30,927	20,536,447	67.6	11,750	17,420	1.2273	1.2206
TOTAL STATE	4,640.5	4,987.8	7.5	1,877.9	13.6	53,318,746	72.3	18,713	28,393	29,527,455	[illegible]0.0	10,506	15,724	1.7988	1.8121
TEXAS															
ABILENE	140.7	150.9	7.2	56.0	12.2	1,852,554	81.0	20,508	33,081	1,274,451	78.3	14,323	22,758	.0629	.0657
Callahan	11.2	12.9	15.2	4.9	16.7	149,663	106.7	17,242	30,543	53,115	96.7	6,429	10,840	.0038	.0044
Jones	17.4	18.3	5.2	6.8	6.3	193,233	70.5	17,706	28,417	103,456	68.6	9,587	15,214	.0067	.0066
Taylor	112.1	119.7	6.8	44.3	12.7	1,509,658	80.2	21,313	34,078	1,117,880	78.5	15,938	25,234	.0524	.0547
AMARILLO	176.3	193.5	9.8	76.9	16.2	2,361,468	57.5	22,649	30,708	1,995,888	66.2	18,137	25,954	.0940	.0906
Potter	99.4	104.6	5.2	42.5	10.7	1,251,210	57.3	20,714	29,440	1,337,050	63.5	21,293	31,460	.0560	.0534
Randall	76.9	88.9	15.6	34.4	23.7	1,110,258	57.7	25,323	32,275	658,838	72.0	13,778	19,152	.0380	.0372
AUSTIN	550.8	643.1	16.8	253.6	24.4	7,036,941	51.9	22,727	27,748	4,284,311	63.6	12,848	16,894	.2573	.2451
Hays	41.5	48.0	15.7	16.4	25.2	362,490	65.8	16,691	22,103	230,752	75.8	10,021	14,070	.0137	.0141
Travis	429.5	493.8	15.0	203.4	23.5	5,996,803	49.8	24,312	29,483	3,696,681	61.7	13,879	18,174	.2190	.2051
Williamson	79.8	101.3	26.9	33.8	30.0	677,648	65.7	15,730	20,049	356,878	77.3	7,743	10,559	.0246	.0259
BEAUMONT - PORT ARTHUR - ORANGE	378.1	396.3	4.8	148.5	10.7	5,910,133	84.2	23,903	39,799	3,525,878	79.9	14,605	23,743	.1825	.1925
Hardin	41.6	47.7	14.7	16.9	19.9	449,905	62.0	19,702	26,622	289,166	72.1	11,917	17,110	.0166	.0165
Jefferson	251.6	256.7	2.0	98.9	8.1	4,305,772	92.7	24,418	43,537	2,634,560	83.0	15,735	26,639	.1284	.1388
Orange	84.9	91.9	8.2	32.7	14.3	1,154,456	65.9	24,326	35,304	602,152	71.0	12,314	18,414	.0375	.0372
BROWNSVILLE - HARLINGEN - SAN BENITO	215.3	253.8	17.9	75.1	24.1	1,339,503	41.0	15,706	17,836	1,276,006	62.3	12,996	16,991	.0695	.0660
Cameron	215.3	253.8	17.9	75.1	24.1	1,339,503	41.0	15,706	17,836	1,276,006	62.3	12,996	16,991	.0695	.0660
BRYAN - COLLEGE STATION	96.2	115.4	20.0	44.4	30.6	1,131,933	66.4	20,003	25,494	738,597	81.5	11,967	16,635	.0397	.0412
Brazos	96.2	115.4	20.0	44.4	30.6	1,131,933	66.4	20,003	25,494	738,597	81.5	11,967	16,635	.0397	.0412

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
TX (cont)															
CORPUS CHRISTI	**329.5**	**352.2**	**6.9**	**120.6**	**13.0**	**3,584,341**	**59.1**	**21,113**	**29,721**	**2,378,852**	**64.9**	**13,518**	**19,725**	**.1358**	**.1306**
Nueces	270.6	287.1	6.1	99.6	12.3	2,877,900	50.6	21,540	28,895	1,918,004	58.8	13,618	19,257	.1139	.1053
San Patricio	58.9	65.1	10.5	21.0	16.7	706,441	106.5	19,008	33,640	460,848	96.6	13,023	21,945	.0219	.0253
DALLAS - FORT WORTH	**3,023.5**	**3,340.5**	**10.5**	**1,286.9**	**16.4**	**48,603,065**	**71.1**	**25,701**	**37,768**	**26,678,643**	**69.3**	**14,261**	**20,731**	**1.5371**	**1.5474**
Collin	150.9	194.3	28.8	63.7	31.6	2,348,944	113.4	22,741	36,875	894,975	109.7	8,818	14,050	.0567	.0702
Dallas	1,574.7	1,690.4	7.3	676.5	14.3	27,973,565	69.6	27,853	41,350	15,371,031	67.7	15,476	22,721	.8770	.8717
Denton	148.9	184.7	24.0	66.0	28.4	2,825,103	131.3	23,762	42,805	1,047,523	112.3	9,601	15,872	.0620	.0799
Ellis	60.8	67.9	11.7	23.3	14.8	646,171	57.7	20,183	27,733	335,210	66.4	9,926	14,387	.0229	.0221
Hood	18.6	24.2	30.1	9.7	36.6	217,687	89.9	16,146	22,442	142,901	93.0	10,427	14,732	.0070	.0081
Johnson	69.3	81.2	17.2	28.7	20.6	754,190	64.4	19,272	26,278	437,408	74.0	10,561	15,241	.0265	.0269
Kaufman	39.7	43.6	9.8	15.1	12.7	398,763	59.4	18,667	26,408	257,121	64.2	11,688	17,028	.0153	.0147
Parker	45.6	51.5	12.9	18.8	16.8	639,950	83.6	21,655	34,040	334,110	80.8	11,475	17,772	.0194	.0208
Rockwall	15.1	19.1	26.5	6.6	29.4	173,595	80.8	18,825	26,302	97,666	87.2	10,229	14,798	.0056	.0062
Tarrant	872.8	952.8	9.2	367.3	15.5	12,221,924	58.3	24,286	33,275	7,594,361	62.5	14,702	20,676	.4344	.4148
Wise	27.1	30.8	13.7	11.2	16.7	403,173	109.1	20,081	35,998	166,337	98.2	8,743	14,852	.0103	.0120
EL PASO	**489.4**	**556.0**	**13.6**	**173.1**	**19.5**	**4,813,481**	**61.7**	**20,552**	**27,808**	**3,290,050**	**68.2**	**13,505**	**19,007**	**.1857**	**.1839**
El Paso	489.4	556.0	13.6	173.1	19.5	4,813,481	61.7	20,552	27,808	3,290,050	68.2	13,505	19,007	.1857	.1839
GALVESTON - TEXAS CITY	**198.3**	**214.3**	**8.1**	**80.7**	**14.0**	**2,554,161**	**64.0**	**21,995**	**31,650**	**1,666,030**	**69.6**	**13,874**	**20,645**	**.0907**	**.0893**
Galveston	198.3	214.3	8.1	80.7	14.0	2,554,161	64.0	21,995	31,650	1,666,030	69.6	13,874	20,645	.0907	.0893
HOUSTON	**2,977.3**	**3,487.5**	**17.1**	**1,318.2**	**23.9**	**55,954,716**	**93.0**	**27,258**	**42,448**	**32,002,551**	**87.4**	**16,057**	**24,277**	**1.5902**	**1.7753**
Brazoria	174.6	209.4	19.9	71.5	27.5	2,863,725	95.6	26,096	40,052	1,340,189	94.6	12,275	18,744	.0771	.0880
Fort Bend	137.5	181.1	31.7	59.0	39.5	1,351,496	77.8	17,972	22,907	695,972	87.7	8,767	11,796	.0445	.0495
Harris	2,461.8	2,838.9	15.3	1,100.2	22.4	48,757,409	92.4	28,193	44,317	28,184,746	86.2	16,837	25,618	1.3841	1.5359
Liberty	48.2	55.9	16.0	20.4	22.2	541,941	67.3	19,399	26,566	380,695	74.7	13,046	18,662	.0198	.0203
Montgomery	135.0	179.1	32.7	59.9	36.8	2,280,441	128.2	22,819	38,071	1,158,398	121.4	11,944	19,339	.0555	.0726
Waller	20.2	23.1	14.4	7.2	22.0	159,704	54.0	17,581	22,181	242,551	68.7	24,369	33,688	.0092	.0090
HOUSTON - GALVESTON CONSOLIDATED AREA	***3,175.6***	***3,701.8***	***16.6***	***1,398.9***	***23.3***	***58,508,877***	***91.5***	***26,929***	***41,825***	***33,668,581***	***86.4***	***15,920***	***24,068***	***1.6809***	***1.8646***
KILLEEN - TEMPLE	**219.2**	**252.1**	**15.0**	**83.1**	**21.1**	**2,420,112**	**70.1**	**20,735**	**29,123**	**1,292,077**	**78.4**	**10,557**	**15,548**	**.0808**	**.0835**
Bell	161.0	182.6	13.4	64.6	19.4	1,916,193	75.2	20,217	29,662	1,153,476	79.7	11,865	17,856	.0641	.0672
Coryell	58.2	69.5	19.4	18.5	27.6	503,919	53.3	22,669	27,239	138,601	68.4	5,675	7,492	.0167	.0163
LAREDO	**101.4**	**116.0**	**14.4**	**31.2**	**17.3**	**908,844**	**108.2**	**16,407**	**29,130**	**1,061,440**	**98.0**	**20,149**	**34,021**	**.0377**	**.0438**
Webb	101.4	116.0	14.4	31.2	17.3	908,844	108.2	16,407	29,130	1,061,440	98.0	20,149	34,021	.0377	.0438
LONGVIEW - MARSHALL	**154.4**	**171.5**	**11.1**	**64.3**	**16.3**	**1,986,594**	**74.6**	**20,571**	**30,896**	**1,572,281**	**75.8**	**16,171**	**24,452**	**.0728**	**.0751**
Gregg	101.5	114.8	13.1	43.7	18.4	1,346,497	71.9	21,233	30,812	1,236,628	75.7	19,071	28,298	.0524	.0539
Harrison	52.9	56.7	7.2	20.6	12.0	640,097	80.8	19,244	31,073	335,653	76.2	10,354	16,294	.0204	.0212
LUBBOCK	**214.3**	**232.5**	**8.5**	**86.2**	**15.7**	**2,874,850**	**63.7**	**23,566**	**33,351**	**2,182,607**	**70.5**	**17,179**	**25,320**	**.1069**	**.1057**
Lubbock	214.3	232.5	8.5	86.2	15.7	2,874,850	63.7	23,566	33,351	2,182,607	70.5	17,179	25,320	.1069	.1057
McALLEN - PHARR - EDINBURG	**291.8**	**351.3**	**20.4**	**99.9**	**26.8**	**2,222,597**	**78.5**	**15,802**	**22,248**	**2,043,119**	**84.3**	**14,071**	**20,452**	**.0942**	**.1025**
Hidalgo	291.8	351.3	20.4	99.9	26.8	2,222,597	78.5	15,802	22,248	2,043,119	84.3	14,071	20,452	.0942	.1025
MIDLAND	**84.2**	**94.8**	**12.6**	**36.6**	**19.6**	**1,575,154**	**84.4**	**27,909**	**43,037**	**945,519**	**83.1**	**16,871**	**25,834**	**.0469**	**.0504**
Midland	84.2	94.8	12.6	36.6	19.6	1,575,154	84.4	27,909	43,037	945,519	83.1	16,871	25,834	.0469	.0504
ODESSA	**117.5**	**131.3**	**11.7**	**49.8**	**19.1**	**1,421,206**	**46.5**	**23,202**	**28,538**	**1,310,731**	**62.5**	**19,302**	**26,320**	**.0621**	**.0578**
Ector	117.5	131.3	11.7	49.8	19.1	1,421,206	46.5	23,202	28,538	1,310,731	62.5	19,302	26,320	.0621	.0578
SAN ANGELO	**85.9**	**93.5**	**8.8**	**35.8**	**15.1**	**875,652**	**46.0**	**19,285**	**24,460**	**775,457**	**59.6**	**15,624**	**21,661**	**.0391**	**.0361**
Tom Green	85.9	93.5	8.8	35.8	15.1	875,652	46.0	19,285	24,460	775,457	59.6	15,624	21,661	.0391	.0361
SAN ANTONIO	**1,086.7**	**1,183.7**	**8.9**	**413.4**	**15.5**	**13,278,678**	**68.5**	**22,009**	**32,121**	**7,880,564**	**69.6**	**12,980**	**19,063**	**.4566**	**.4560**
Bexar	1,001.6	1,085.5	8.4	377.4	14.9	12,239,653	67.7	22,231	32,432	7,284,084	68.6	13,156	19,301	.4230	.4203
Comal	37.4	43.9	17.4	16.6	23.9	533,842	101.8	19,741	32,159	320,495	96.0	12,204	19,307	.0157	.0180
Guadalupe	47.7	54.3	13.8	19.4	19.8	505,183	60.7	19,404	26,040	275,985	69.4	10,058	14,226	.0179	.0177
SHERMAN - DENISON	**90.3**	**93.7**	**3.8**	**37.8**	**9.6**	**1,074,477**	**45.3**	**21,435**	**28,425**	**624,695**	**54.0**	**11,761**	**16,526**	**.0409**	**.0366**
Grayson	90.3	93.7	3.8	37.8	9.6	1,074,477	45.3	21,435	28,425	624,695	54.0	11,761	16,526	.0409	.0366
TEXARKANA	**128.2**	**136.6**	**6.6**	**51.6**	**11.2**	**1,256,335**	**63.4**	**16,575**	**24,348**	**923,789**	**65.8**	**12,005**	**17,903**	**.0496**	**.0487**
Bowie	75.9	80.1	5.5	30.9	10.8	762,655	68.3	16,239	24,681	605,266	70.1	12,751	19,588	.0301	.0301
Little River, Ark.	*14.2*	*15.9*	*12.0*	*5.5*	*14.6*	*185,287*	*112.6*	*18,159*	*33,689*	*70,523*	*94.5*	*7,553*	*12,822*	*.0048*	*.0056*
Miller, Ark.	*38.1*	*40.6*	*6.6*	*15.2*	*10.9*	*308,393*	*34.7*	*16,706*	*20,289*	*248,000*	*50.3*	*12,047*	*16,316*	*.0147*	*.0130*
TYLER	**130.9**	**148.0**	**13.1**	**56.6**	**19.4**	**1,540,665**	**52.8**	**21,276**	**27,220**	**1,216,137**	**66.3**	**15,425**	**21,487**	**.0619**	**.0594**
Smith	130.9	148.0	13.1	56.6	19.4	1,540,665	52.8	21,276	27,220	1,216,137	66.3	15,425	21,487	.0619	.0594
VICTORIA	**70.1**	**79.4**	**13.3**	**28.5**	**20.3**	**930,588**	**77.2**	**22,160**	**32,652**	**797,677**	**80.7**	**18,622**	**27,989**	**.0342**	**.0362**
Victoria	70.1	79.4	13.3	28.5	20.3	930,588	77.2	22,160	32,652	797,677	80.7	18,622	27,989	.0342	.0362
WACO	**172.8**	**186.4**	**7.9**	**71.3**	**13.5**	**1,816,749**	**52.7**	**18,940**	**25,480**	**1,353,962**	**61.1**	**13,381**	**18,990**	**.0740**	**.0695**
McLennan	172.8	186.4	7.9	71.3	13.5	1,816,749	52.7	18,940	25,480	1,353,962	61.1	13,381	18,990	.0740	.0695
WICHITA FALLS	**130.9**	**132.1**	**.9**	**49.9**	**5.7**	**1,633,634**	**62.8**	**21,255**	**32,738**	**1,152,685**	**64.1**	**14,880**	**23,100**	**.0608**	**.0584**
Clay	9.7	10.6	9.3	4.2	13.5	92,080	34.8	18,456	21,924	28,151	50.3	5,061	6,703	.0033	.0028
Wichita	121.2	121.5	.2	45.7	5.1	1,541,554	64.9	21,493	33,732	1,124,534	64.5	15,716	24,607	.0575	.0556
TOTAL METRO COUNTIES	**11,601 7**	**13,049.9**	**12.5**	**4,809.3**	**18.8**	**170,464,751**	**75.0**	**24,057**	**35,445**	**103,925,474**	**75.0**	**14,668**	**21,609**	**5.5444**	**5.7287**
TOTAL STATE	**14,474.8**	**16,157.5**	**11.6**	**5,950.8**	**17.5**	**199,386,428**	**73.3**	**22,717**	**33,506**	**121,685,519**	**73.8**	**13,831**	**20,449**	**6.6125**	**6.7770**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/80 Total Pop. (Thous.)	12/31/85 Total Pop. (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
UTAH															
PROVO - OREM	**225.8**	**276.1**	**22.3**	**76.1**	**25.6**	**1,923,622**	**60.1**	**19,833**	**25,278**	**1,129,818**	**70.0**	**10,966**	**14,846**	**.0736**	**.0745**
Utah	225.8	276.1	22.3	76.1	25.6	1,923,622	60.1	19,833	25,278	1,129,818	70.0	10,966	14,846	.0736	.0745
SALT LAKE CITY - OGDEN	**956.5**	**1,092.7**	**14.2**	**367.0**	**19.9**	**9,838,841**	**50.7**	**21,315**	**26,809**	**6,035,999**	**60.8**	**12,262**	**16,447**	**.3802**	**.3595**
Davis	150.8	179.3	18.9	52.3	25.7	1,536,408	60.2	23,049	29,377	735,893	72.8	10,236	14,071	.0529	.0531
Salt Lake	633.2	727.6	14.9	250.5	20.5	6,835,114	53.6	21,408	27,286	4,307,164	62.1	12,778	17,194	.2606	.2493
Tooele	26.4	29.0	9.8	9.2	13.6	232,330	44.8	19,812	25,253	107,082	57.9	8,373	11,639	.0088	.0080
Weber	146.1	156.8	7.3	55.0	13.2	1,234,989	29.1	19,683	22,454	885,860	46.5	12,439	16,107	.0579	.0491
TOTAL METRO COUNTIES	**1,182.3**	**1,368.8**	**15.8**	**443.1**	**20.8**	**11,762,463**	**52.2**	**21,070**	**26,546**	**7,165,817**	**62.1**	**12,048**	**16,172**	**.4538**	**.4340**
TOTAL STATE	**1,497.1**	**1,741.8**	**16.3**	**559.0**	**21.0**	**14,298,163**	**53.1**	**20,205**	**25,578**	**8,910,302**	**63.4**	**11,801**	**15,940**	**.5577**	**.5376**
VERMONT															
BURLINGTON	**116.7**	**124.9**	**7.0**	**45.3**	**14.7**	**1,480,840**	**69.6**	**22,104**	**32,690**	**835,064**	**70.3**	**12,413**	**18,434**	**.0496**	**.0495**
Chittenden	116.7	124.9	7.0	45.3	14.7	1,480,840	69.6	22,104	32,690	835,064	70.3	12,413	18,434	.0496	.0495
TOTAL METRO COUNTIES	**116.7**	**124.9**	**7.0**	**45.3**	**14.7**	**1,480,840**	**69.6**	**22,104**	**32,690**	**835,064**	**70.3**	**12,413**	**18,434**	**.0496**	**.0495**
TOTAL STATE	**516.6**	**551.2**	**6.7**	**207.4**	**13.6**	**5,815,194**	**67.6**	**19,016**	**28,039**	**3,339,773**	**67.1**	**10,952**	**16,103**	**.2029**	**.2005**
VIRGINIA															
CHARLOTTESVILLE	**115.2**	**127.3**	**10.5**	**48.6**	**17.7**	**1,138,437**	**46.9**	**18,759**	**23,425**	**791,268**	**57.2**	**12,187**	**16,281**	**.0471**	**.0434**
Albemarle	51.9	59.1	13.9	23.5	21.8	580,446	45.9	20,609	24,700	90,560	61.3	2,909	3,854	.0172	.0158
Charlottesville	45.0	47.0	4.4	17.4	10.1	429,327	44.2	18,849	24,674	649,748	55.3	26,472	37,342	.0252	.0228
Fluvanna	10.4	11.9	14.4	4.3	22.9	67,249	56.6	12,269	15,639	21,719	70.8	3,633	5,051	.0025	.0025
Greene	7.9	9.3	17.7	3.4	25.9	61,415	69.5	13,418	18,063	29,241	80.4	6,003	8,600	.0022	.0023
DANVILLE	**112.2**	**114.8**	**2.3**	**43.7**	**8.4**	**1,001,268**	**38.6**	**17,923**	**22,912**	**590,344**	**45.5**	**10,066**	**13,509**	**.0423**	**.0365**
Danville	45.5	44.5	−2.2	18.4	4.0	471,782	32.0	20,194	25,640	460,360	42.6	18,233	25,020	.0239	.0197
Pittsylvania	66.7	70.3	5.4	25.3	11.9	529,486	45.1	16,144	20,928	129,984	56.7	3,670	5,138	.0184	.0168
LYNCHBURG	**154.6**	**164.0**	**6.1**	**59.7**	**12.4**	**1,610,412**	**67.4**	**18,121**	**26,975**	**1,096,532**	**62.6**	**12,699**	**18,367**	**.0610**	**.0595**
Amherst	29.5	31.1	5.4	10.3	12.0	330,971	77.4	20,282	32,133	148,278	74.2	9,253	14,396	.0104	.0106
Appomattox	12.1	13.2	9.1	4.7	4.6	81,668	40.9	14,133	17,376	84,736	56.3	13,225	18,029	.0044	.0039
Campbell	46.2	51.5	11.5	17.1	12.5	644,061	108.6	20,311	37,664	238,147	95.2	8,025	13,927	.0164	.0190
Lynchburg	66.8	68.2	2.1	27.6	12.2	553,712	35.4	16,624	20,062	625,371	51.4	16,787	22,658	.0298	.0260
NEWPORT NEWS - HAMPTON	**367.1**	**382.0**	**4.1**	**139.7**	**10.4**	**3,675,388**	**52.0**	**19,118**	**26,309**	**2,568,569**	**59.0**	**12,771**	**18,386**	**.1491**	**.1378**
Gloucester	20.6	23.6	14.6	9.0	21.6	239,547	114.8	15,072	26,616	160,884	104.7	10,623	17,876	.0073	.0088
Hampton	122.7	123.0	.2	45.0	6.9	1,300,247	55.5	19,864	28,894	1,018,407	60.0	15,114	22,631	.0536	.0497
James City	23.2	25.6	10.3	9.3	17.7	258,329	68.4	19,421	27,777	105,064	72.6	7,706	11,297	.0082	.0081
Newport News	145.7	149.2	2.4	57.1	9.2	1,286,657	39.1	17,681	22,533	890,199	49.1	11,417	15,590	.0568	.0494
Poquoson	9.0	10.9	21.1	3.7	27.6	77,885	62.6	16,515	21,050	11,369	77.4	2,210	3,073	.0023	.0024
Williamsburg	9.9	10.1	2.0	3.2	10.3	142,987	64.0	30,067	44,683	218,630	66.2	45,360	68,322	.0074	.0072
York	36.0	39.6	10.0	12.4	12.7	369,736	43.7	23,396	29,817	164,016	56.7	9,515	13,227	.0135	.0122
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**813.7**	**852.3**	**4.7**	**300.4**	**10.8**	**8,540,307**	**49.8**	**21,031**	**28,430**	**5,188,924**	**57.7**	**12,141**	**17,273**	**.3308**	**.3030**
Chesapeake	116.2	129.7	11.6	44.0	18.0	1,163,715	67.9	18,582	26,448	761,037	74.4	11,697	17,296	.0428	.0434
Norfolk	264.5	243.0	−8.1	84.2	−4.1	2,292,443	25.6	20,780	27,226	1,556,096	35.3	13,095	18,481	.1092	.0855
Portsmouth	104.0	100.1	−3.8	37.4	1.4	903,408	30.2	18,808	24,155	568,522	39.9	11,009	15,201	.0410	.0331
Suffolk	47.8	49.0	2.5	17.2	8.2	543,775	38.1	24,771	31,615	216,329	48.9	9,140	12,577	.0196	.0168
Virginia Beach	269.8	316.7	17.4	112.2	26.1	3,557,561	73.8	22,997	31,707	2,049,541	81.0	12,722	18,267	.1152	.1210
Currituck, N. C.	*11.4*	*13.8*	*21.1*	*5.4*	*31.7*	*79,405*	*67.9*	*11,538*	*14,705*	*37,399*	*83.1*	*4,982*	*6,926*	*.0030*	*.0032*
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**129.7**	**129.0**	**−.5**	**44.8**	**4.9**	**1,176,908**	**37.7**	**20,018**	**26,270**	**717,495**	**43.6**	**11,703**	**16,016**	**.0504**	**.0427**
Colonial Heights	16.6	17.0	2.4	6.3	6.8	187,884	56.4	20,356	29,823	104,153	60.6	10,995	16,532	.0068	.0063
Dinwiddie	22.8	22.9	.4	6.5	1.6	211,445	67.7	19,701	32,530	23,441	62.0	2,261	3,606	.0059	.0057
Hopewell	23.4	23.1	−1.3	9.1	5.8	244,718	34.5	21,152	26,892	172,045	45.3	13,768	18,906	.0107	.0090
Petersburg	40.8	39.1	−4.2	16.2	5.9	296,366	20.1	16,125	18,294	404,145	38.4	19,092	24,947	.0194	.0154
Prince George	26.1	26.9	3.1	6.7	3.1	236,495	31.4	27,689	35,298	13,711	38.7	1,521	2,046	.0076	.0063
RICHMOND	**638.4**	**679.1**	**6.4**	**260.5**	**12.2**	**8,854,282**	**64.2**	**23,226**	**33,990**	**5,361,022**	**67.2**	**13,807**	**20,580**	**.3036**	**.2969**
Charles City	6.7	7.0	4.5	2.3	15.0	64,211	119.5	14,628	27,918	6,306	100.7	1,571	2,742	.0014	.0017
Chesterfield	146.6	179.5	22.4	62.1	29.4	1,780,486	77.2	20,936	28,671	1,218,632	87.2	13,565	19,624	.0607	.0658
Goochland	11.9	12.8	7.6	4.3	13.2	95,520	50.6	16,687	22,214	33,185	61.1	5,420	7,717	.0035	.0031
Hanover	51.4	58.0	12.8	20.1	19.6	895,352	117.5	24,503	44,545	468,572	105.0	13,603	23,312	.0230	.0279
Henrico	182.5	194.5	6.6	78.2	13.8	3,012,421	64.9	26,594	38,522	1,789,156	70.0	15,317	22,879	.0989	.0973
New Kent	9.0	10.7	18.9	4.0	29.0	109,431	125.1	15,685	27,358	55,907	112.8	8,475	13,977	.0029	.0037
Powhatan	13.4	16.1	20.1	4.9	32.4	138,887	68.8	22,239	28,344	33,047	84.1	4,852	6,744	.0038	.0042
Richmond city	216.9	200.5	−7.6	84.6	−1.7	2,757,974	43.2	22,367	32,600	1,756,217	45.6	14,009	20,759	1096	.0932
ROANOKE	**225.7**	**233.8**	**3.6**	**92.6**	**9.3**	**2,617,042**	**58.8**	**19,459**	**28,262**	**1,969,430**	**64.5**	**14,131**	**21,268**	**.1021**	**.0976**
Botetourt	23.6	26.0	10.2	9.6	17.1	227,081	57.2	17,617	23,654	98,432	67.5	7,167	10,253	.0079	.0076
Craig	4.0	4.2	5.0	1.6	6.7	28,612	71.4	11,129	17,883	7,630	68.8	3,013	4,769	.0008	.0009
Roanoke	74.1	81.7	10.3	28.4	11.8	823,032	42.5	22,735	28,980	397,663	55.4	10,072	14,002	.0303	.0272
Roanoke city	99.9	97.2	−2.7	43.5	6.6	1,256,009	74.8	17,612	28,874	1,114,437	71.4	15,938	25,619	.0487	.0488
Salem	24.1	24.7	2.5	9.5	8.0	282,308	47.8	21,700	29,717	351,268	54.4	25,849	36,976	.0144	.0131
TOTAL METRO COUNTIES	**3,756.7**	**3,976.8**	**5.9**	**1,494.4**	**11.8**	**52,000,313**	**60.0**	**24,310**	**34,797**	**29,001,879**	**62.4**	**13,362**	**19,407**	**1.7787**	**1.6971**
TOTAL STATE	**5,399.0**	**5,738.8**	**6.3**	**2,130.6**	**12.1**	**66,807,535**	**60.5**	**21,900**	**31,356**	**38,127,784**	**62.3**	**12,358**	**17,895**	**2.3494**	**2.2489**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
WASHINGTON															
BELLINGHAM	108.7	121.6	11.9	48.4	18.6	1,502,349	74.1	21,148	31,040	883,420	74.8	12,384	18,252	.0490	.0504
Whatcom	108.7	121.6	11.9	48.4	18.6	1,502,349	74.1	21,148	31,040	883,420	74.8	12,384	18,252	.0490	.0504
BREMERTON	150.3	174.0	15.8	65.8	21.2	2,146,773	54.4	25,599	32,626	909,532	66.6	10,053	13,823	.0684	.0656
Kitsap	150.3	174.0	15.8	65.8	21.2	2,146,773	54.4	25,599	32,626	909,532	66.6	10,053	13,823	.0684	.0656
OLYMPIA	128.2	151.3	18.0	60.5	25.0	2,227,653	82.1	25,275	36,821	912,794	82.4	10,339	15,088	.0605	.0651
Thurston	128.2	151.3	18.0	60.5	25.0	2,227,653	82.1	25,275	36,821	912,794	82.4	10,339	15,088	.0605	.0651
RICHLAND - KENNEWICK - PASCO	149.1	178.7	19.9	67.7	27.3	2,317,239	76.9	24,629	34,228	1,538,625	84.7	15,659	22,727	.0750	.0802
Benton	113.2	137.4	21.4	52.7	29.2	1,759,293	77.1	24,343	33,383	1,246,297	87.0	16,335	23,649	.0580	.0626
Franklin	35.9	41.3	15.0	15.0	21.0	557,946	76.0	25,571	37,196	292,328	75.5	13,434	19,489	.0170	.0176
SEATTLE - EVERETT	1,621.6	1,707.5	5.3	704.5	11.7	26,018,240	72.5	23,907	36,931	14,684,092	69.4	13,745	20,843	.8269	.8290
King	1,278.6	1,327.5	3.8	558.3	10.2	20,598,961	66.1	24,481	36,896	11,659,491	64.2	14,011	20,884	.6744	.6550
Snohomish	343.0	380.0	10.8	146.2	17.8	5,419,279	102.5	21,563	37,068	3,024,601	92.6	12,657	20,688	.1525	.1740
SEATTLE - TACOMA CONSOLIDATED AREA	*2,115.0*	*2,240.4*	*5.9*	*910.0*	*12.4*	*32,900,212*	*71.1*	*23,737*	*36,154*	*17,820,040*	*68.8*	*13,038*	*19,582*	*1.0430*	*1.0413*
SPOKANE	346.6	375.0	8.2	150.8	14.6	4,958,614	75.1	21,514	32,882	2,596,424	71.2	11,526	17,218	.1555	.1585
Spokane	346.6	375.0	8.2	150.8	14.6	4,958,614	75.1	21,514	32,882	2,596,424	71.2	11,526	17,218	.1555	.1585
TACOMA	493.4	532.9	8.0	205.5	14.7	6,881,972	66.1	23,140	33,489	3,135,948	66.0	10,550	15,260	.2161	.2123
Pierce	493.4	532.9	8.0	205.5	14.7	6,881,972	66.1	23,140	33,489	3,135,948	66.0	10,550	15,260	.2161	.2123
YAKIMA	175.0	188.6	7.8	71.0	13.2	1,705,052	46.1	18,615	24,015	1,123,380	56.2	11,473	15,822	.0699	.0638
Yakima	175.0	188.6	7.8	71.0	13.2	1,705,052	46.1	18,615	24,015	1,123,380	56.2	11,473	15,822	.0699	.0638
TOTAL METRO COUNTIES	3,370.4	3,660.8	8.6	1,462.2	14.9	51,012,227	72.0	23,314	34,887	26,971,346	70.7	12,417	18,446	1.6032	1.6182
TOTAL STATE	4,192.3	4,559.4	8.8	1,817.6	15.1	62,020,450	71.4	22,907	34,122	32,161,849	70.5	11,938	17,695	1.9502	1.9647

Look on the Bright Side

A Brighter Market East of the Cascades, Spokane and the Inland Northwest

GROWING ECONOMY:
Diversity of products and service means stability. Increasing population (now 1.4-million) and dynamic agriculture is pushing retail sales up to $5.9-BILLION.

IDEAL TEST MARKET:
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Morning and Sunday

Spokane Daily Chronicle
Evening

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
WEST VIRGINIA															
CHARLESTON	270.8	276.5	2.1	109.0	7.9	3,843,975	64.0	23,201	35,266	2,299,803	63.6	13,917	21,099	.1317	.1269
Kanawha	231.7	231.8	.0	92.9	6.1	3,461,586	65.5	23,875	37,261	2,119,876	63.5	14,797	22,819	.1180	.1138
Putnam	39.1	44.7	14.3	16.1	20.1	382,389	51.9	18,790	23,751	179,927	64.5	8,164	11,176	.0137	.0131
HUNTINGTON - ASHLAND	313.3	326.0	4.1	123.3	9.5	3,115,514	46.0	18,962	25,268	1,879,207	51.8	11,001	15,241	.1249	.1116
Cabell	106.8	105.6	–1.1	42.3	4.2	1,114,411	33.9	20,492	26,345	799,996	43.9	13,689	18,912	.0497	.0414
Wayne	46.7	51.1	9.4	18.5	15.6	568,241	100.1	17,746	30,716	211,210	89.8	6,955	11,417	.0154	.0171
Boyd, Ky.	*55.8*	*58.0*	*3.9*	*22.4*	*10.3*	*598,793*	*40.6*	*20,973*	*26,732*	*438,396*	*51.7*	*14,233*	*19,571*	*.0256*	*.0224*
Greenup, Ky.	*39.6*	*42.9*	*8.3*	*15.0*	*13.6*	*365,176*	*44.9*	*19,098*	*24,345*	*112,581*	*52.9*	*5,577*	*7,505*	*.0127*	*.0116*
Lawrence, Ohio	*64.4*	*68.4*	*6.2*	*25.1*	*12.1*	*468,893*	*38.1*	*15,157*	*18,681*	*317,024*	*52.4*	*9,288*	*12,630*	*.0215*	*.0191*
PARKERSBURG - MARIETTA	164.2	172.0	4.8	64.9	10.2	1,983,095	62.2	20,762	30,556	1,273,168	63.6	13,214	19,617	.0723	.0696
Wirt	5.0	5.4	8.0	1.8	5.9	44,718	88.1	13,983	24,843	12,679	78.9	4,170	7,044	.0014	.0015
Wood	94.3	97.6	3.5	37.5	9.0	1,168,850	52.4	22,289	31,169	810,928	57.8	14,941	21,625	.0453	.0417
Washington, Ohio	*64.9*	*69.0*	*6.3*	*25.6*	*12.3*	*769,527*	*78.0*	*18,964*	*30,060*	*449,561*	*74.8*	*11,283*	*17,561*	*.0256*	*.0264*
STEUBENVILLE - WEIRTON	162.6	159.6	–1.8	60.2	3.8	2,047,451	52.3	23,183	34,011	909,686	55.9	10,062	15,111	.0693	.0626
Brooke	31.1	31.0	–.3	11.3	5.6	353,237	34.6	24,528	31,260	114,373	45.2	7,361	10,122	.0123	.0103
Hancock	40.3	39.7	–1.5	15.1	4.9	406,132	15.8	24,364	26,896	201,957	35.1	10,380	13,375	.0178	.0135
Jefferson, Ohio	*91.2*	*88.9*	*–2.5*	*33.8*	*2.7*	*1,288,082*	*76.1*	*22,229*	*38,109*	*593,356*	*67.0*	*10,801*	*17,555*	*.0392*	*.0388*
WHEELING	185.8	186.5	.4	71.8	5.3	1,746,624	29.3	19,807	24,326	1,118,721	42.3	11,529	15,581	.0779	.0638
Marshall	41.9	43.6	4.1	16.0	9.6	378,476	29.8	19,973	23,655	234,900	45.8	11,037	14,681	.0167	.0140
Ohio	61.2	59.1	–3.4	23.1	.4	636,868	28.0	21,628	27,570	450,507	38.1	14,182	19,502	.0292	.0233
Belmont, Ohio	*82.7*	*83.8*	*1.3*	*32.7*	*6.9*	*731,280*	*30.2*	*18,359*	*22,363*	*433,314*	*45.0*	*9,769*	*13,251*	*.0320*	*.0265*
TOTAL METRO COUNTIES	725.7	739.1	1.8	285.3	7.3	8,727,920	50.5	21,802	30,592	5,212,705	55.2	12,626	18,271	.3276	.2970
TOTAL STATE	1,967.2	2,065.1	5.0	769.8	10.2	19,709,383	51.4	18,639	25,603	12,060,948	57.4	10,968	15,668	.7689	.7092
WISCONSIN															
APPLETON - OSHKOSH	292.8	302.8	3.4	111.9	10.5	3,903,213	69.8	22,686	34,881	1,929,018	68.1	11,331	17,239	.1245	.1231
Calumet	31.1	32.8	5.5	11.1	12.1	328,803	47.3	22,544	29,622	116,417	53.6	7,654	10,488	.0111	.0100
Outagamie	129.6	136.0	4.9	49.2	12.6	1,739,851	71.2	23,256	35,363	1,070,087	71.0	14,321	21,750	.0588	.0590
Winnebago	132.1	134.0	1.4	51.6	8.2	1,834,559	73.3	22,194	35,553	742,514	66.4	9,355	14,390	.0546	.0541
DULUTH - SUPERIOR	267.2	270.3	1.2	106.4	7.2	2,751,899	37.5	20,140	25,864	1,616,009	47.5	11,034	15,188	.1126	.0964
Douglas	44.5	44.7	.4	17.7	6.0	454,062	45.8	18,644	25,653	230,241	51.5	9,098	13,008	.0173	.0152
St. Louis, Minn.	*222.7*	*225.6*	*1.3*	*88.7*	*7.4*	*2,297,837*	*36.0*	*20,452*	*25,906*	*1,385,768*	*46.8*	*11,425*	*15,623*	*.0953*	*.0812*
EAU CLAIRE	131.9	141.1	7.0	51.9	13.8	1,443,047	73.1	18,283	27,804	964,015	68.8	12,537	18,590	.0524	.0527
Chippewa	52.2	54.9	5.2	19.6	11.4	760,771	110.1	20,575	38,815	333,408	91.1	9,914	17,011	.0201	.0229
Eau Claire	79.7	86.2	8.2	32.3	15.4	682,276	44.7	16,842	21,123	631,407	59.0	14,186	19,548	.0323	.0298
GREEN BAY	176.7	186.9	5.8	69.8	13.7	2,185,421	61.6	22,020	31,310	1,273,530	64.1	12,642	18,245	.0768	.0740
Brown	176.7	186.9	5.8	69.8	13.7	2,185,421	61.6	22,020	31,310	1,273,530	64.1	12,642	18,245	.0768	.0740
JANESVILLE - BELOIT	140.0	144.5	3.2	54.9	10.0	1,571,191	40.2	22,453	28,619	938,188	51.9	12,379	17,089	.0623	.0545
Rock	140.0	144.5	3.2	54.9	10.0	1,571,191	40.2	22,453	28,619	938,188	51.9	12,379	17,089	.0623	.0545
KENOSHA	123.5	126.3	2.3	47.5	8.7	2,443,415	103.2	27,516	51,440	705,137	85.7	8,688	14,845	.0558	.0626
Kenosha	123.5	126.3	2.3	47.5	8.7	2,443,415	103.2	27,516	51,440	705,137	85.7	8,688	14,845	.0558	.0626
LA CROSSE	91.9	97.9	6.5	37.1	13.5	960,011	62.0	18,121	25,876	715,939	65.8	13,204	19,298	.0378	.0366
La Crosse	91.9	97.9	6.5	37.1	13.5	960,011	62.0	18,121	25,876	715,939	65.8	13,204	19,298	.0378	.0366
MADISON	326.4	345.3	5.8	140.3	13.5	5,170,422	73.6	24,091	36,853	2,626,231	69.6	12,525	18,719	.1586	.1598
Dane	326.4	345.3	5.8	140.3	13.5	5,170,422	73.6	24,091	36,853	2,626,231	69.6	12,525	18,719	.1586	.1598
MILWAUKEE	1,399.4	1,402.3	.2	537.7	5.9	19,887,675	61.9	24,190	36,987	10,109,388	59.2	12,511	18,801	.6583	.6212
Milwaukee	960.4	914.6	–4.8	370.7	1.1	12,096,309	49.7	22,042	32,631	6,769,751	50.0	12,313	18,262	.4470	.3944
Ozaukee	68.0	74.9	10.1	26.3	17.4	1,292,398	94.6	29,643	49,141	430,289	87.7	10,233	16,361	.0314	.0348
Washington	86.6	99.1	14.4	33.5	21.4	1,768,930	129.9	27,878	52,804	626,967	110.8	10,776	18,715	.0380	.0482
Waukesha	284.4	313.7	10.3	107.2	17.7	4,730,038	70.9	30,375	44,123	2,282,381	74.0	14,395	21,291	.1419	.1438
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,572.9*	*1,578.2*	*.3*	*602.7*	*6.1*	*22,104,344*	*61.8*	*24,057*	*36,676*	*11,134,956*	*59.4*	*12,300*	*18,475*	*.7314*	*.6902*
RACINE	173.5	175.9	1.4	65.0	7.8	2,216,669	60.3	22,939	34,103	1,025,568	61.6	10,526	15,778	.0731	.0690
Racine	173.5	175.9	1.4	65.0	7.8	2,216,669	60.3	22,939	34,103	1,025,568	61.6	10,526	15,778	.0731	.0690
SHEBOYGAN	101.7	106.9	5.1	40.0	10.8	1,449,692	85.9	21,601	36,242	672,862	78.4	10,445	16,822	.0421	.0446
Sheboygan	101.7	106.9	5.1	40.0	10.8	1,449,692	85.9	21,601	36,242	672,862	78.4	10,445	16,822	.0421	.0446
WAUSAU	112.5	120.7	7.3	44.0	14.0	1,358,034	57.6	22,322	30,864	654,788	62.2	10,462	14,882	.0462	.0438
Marathon	112.5	120.7	7.3	44.0	14.0	1,358,034	57.6	22,322	30,864	654,788	62.2	10,462	14,882	.0462	.0438
TOTAL METRO COUNTIES	3,159.4	3,245.3	2.7	1,235.4	9.1	43,585,011	65.6	23,249	35,280	22,085,603	63.2	11,951	17,877	1.4225	1.3742
TOTAL STATE	4,734.1	4,916.3	3.8	1,855.2	10.2	60,599,793	65.1	21,811	32,665	31,103,378	64.1	11,263	16,766	2.0152	1.9520
WYOMING															
CASPER	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
Natrona	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
TOTAL METRO COUNTIES	73.6	86.9	18.1	33.3	24.7	1,917,544	145.7	29,234	57,584	1,230,257	122.1	20,744	36,945	.0452	.0608
TOTAL STATE	482.1	566.6	17.5	210.5	22.7	9,905,813	131.9	24,908	47,058	5,537,537	113.5	15,125	26,307	.2405	.3076

Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
19th Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	164.5	56.6	892,359	532,983	153,972	62,300	20,586	90,469	18,775	51.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Bibb, St. Clair, Shelby, Walker.	868.9	314.2	6,371,311	3,819,655	870,473	511,239	183,192	733,145	129,063	61.2
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale.	136.2	48.3	803,223	531,363	141,069	81,764	22,326	91,234	13,105	52.5
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	122.6	44.0	654,986	453,994	106,292	68,559	21,602	72,451	14,485	57.9
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	197.4	68.3	1,499,330	791,272	152,005	132,764	34,383	130,006	19,707	79.0
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	492.4	167.8	3,110,391	1,923,120	438,598	312,560	84,683	305,431	71,297	56.2

(continued on page 95)

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Guide to using S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
1	2		3	4	5					6

1 To qualify as a **newspaper market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which identifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. If the name is not repeated, that means coverage is less than 20%.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1981.

2 Population is the number of **persons** living in the newspaper market as of 12/31/80. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

4 Total retail sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, total retail sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1981 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drug stores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

MONTGOMERY. FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA.

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$19,567**
BIRMINGHAM	$19,409
MOBILE	$17,488

Rep: Branham

Source: 1980 Sales and Marketing Management

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
AL (cont)										
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Crenshaw, Elmore, Macon.	349.3	119.4	2,319,562	1,271,980	283,628	197,139	47,154	203,202	33,700	47.4
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	187.5	63.5	1,197,642	607,438	150,229	87,214	23,594	98,350	18,174	41.8
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage; **20 - 49%:** Bristol Bay, Kenai Peninsula, Matanuska-Susitna, North Slope.	227.9	79.1	2,251,629	1,417,289	352,748	201,843	41,013	151,971	75,730	83.0
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa **20 - 49%:** Coconino, Gila, Greenlee, Navajo, Pinal.	1,847.9	657.7	13,679,745	7,365,519	1,763,552	873,258	516,745	1,403,305	252,161	56.4
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	659.1	241.0	4,772,583	2,480,253	603,804	322,472	148,554	482,940	97,440	54.3
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan.	168.9	61.7	1,099,624	845,167	166,276	111,017	39,726	194,144	22,842	52.0
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Baxter, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	876.5	315.8	5,874,522	3,358,703	723,640	469,197	124,490	742,018	113,095	45.3
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	128.2	46.4	769,102	557,047	144,534	62,028	17,178	112,512	14,880	54.1

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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penerration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CALIFORNIA										
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange) . . . **20 - 49%:** Orange.	1,972.3	708.6	20,095,279	10,408,724	2,184,694	1,474,368	556,656	1,786,926	263,864	36.5
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	409.4	143.4	2,982,419	1,785,640	476,461	173,740	80,975	276,025	77,578	48.2
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	168.9	66.8	1,263,037	673,459	193,639	55,807	34,959	96,137	24,136	37.3
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Kings, Madera.	663.1	229.2	4,684,829	2,754,099	704,821	320,882	119,432	503,611	131,187	51.1
LOS ANGELES-LONG BEACH (Los Angeles) . . . **Over 50%:** Los Angeles; **20 - 49%:** Inyo, Mono, Orange, Ventura.	10,054.9	3,652.9	92,696,805	46,008,547	10,640,148	6,010,880	2,383,745	7,485,713	1,478,049	46.3
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	271.8	97.7	2,335,716	1,200,324	288,856	179,714	70,609	162,469	46,343	55.9
OXNARD-SIMI VALLEY-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	542.5	179.5	4,135,231	2,064,167	570,878	261,289	92,393	390,039	82,596	21.9

The Register
Orange County MetroGroup

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Last year Orange Countians spent $2.2 Billion at food stores. $1.8 Billion at auto dealers. And $1.5 Billion at general merchandise stores.

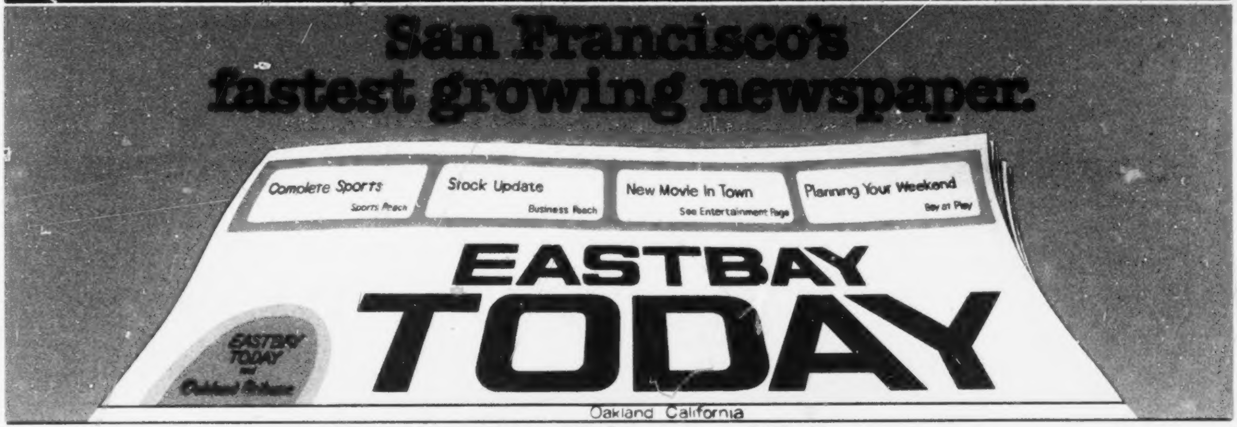
Naturally, the heavy spenders are the family types. (Households having 3 or more persons accounted for 61 cents of every dollar spent in Orange County.)

And, just as naturally, The Register's Orange County Metro Group papers reach more Orange County family types than any other paper. According to a 1981 study by Scarborough Research Corporation, an average issue of The Metro Group reaches 367,000 adults in households with 3 or more persons. That's 46% of county total. And we reach 47% of households with children present.

Everything Scarborough learned about The Metro Group and the other media serving Orange County is in Windsor Systems' data bank. To unlock the bank just call your Story-Kelly Smith representative or The Metro Group at (714) 953-7963.

Sources: S&MM 1981 Survey of Buying Power Data Service; Bureau of Labor Statistics Consumer Expenditure Survey, 1973; Scarborough Research Corporation, 1981

See complete listing under Orange County, California.



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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CA (cont)										
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	131.1	49.4	1,029,681	658,794	163,978	58,033	24,835	97,803	38,550	65.2
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,593.2	568.1	12,153,370	6,488,906	1,445,529	1,003,707	231,715	1,075,801	236,294	37.6
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,196.2	458.6	10,597,430	5,583,674	1,368,936	708,492	259,396	905,430	242,078	58.2
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	295.0	97.9	2,394,491	1,234,626	267,362	116,565	57,704	196,651	55,894	32.1
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	1,904.9	692.5	15,625,655	8,081,133	1,711,228	1,348,279	444,045	1,246,308	223,041	54.9
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%:** Alameda, Contra Costa, Marin, San Francisco, San Mateo; **20 - 49%:** Mariposa, Sonoma.	3,585.9	1,422.2	37,865,618	17,317,545	4,049,138	2,263,581	879,645	2,577,864	753,241	60.1
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,314.1	471.2	14,949,499	6,713,674	1,386,948	963,010	386,724	1,234,078	246,601	50.4

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Source: The San Francisco Market/
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San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furni./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
CA (cont)										
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%**: Santa Barbara.	301.6	111.6	2,667,543	1,389,430	300,252	132,808	72,521	178,794	52,218	40.9
SANTA CRUZ (Santa Cruz) . . . **20 - 49%**: Santa Cruz.	193.4	74.1	1,457,633	885,935	225,020	87,017	32,103	139,214	40,179	35.3
SANTA ROSA (Sonoma) . . . **20 - 49%**: Sonoma.	307.5	118.8	2,574,188	1,448,060	371,532	156,721	65,448	200,370	54,522	47.9
STOCKTON (San Joaquin) . . . **20 - 49%**: Calaveras, San Joaquin.	373.6	135.8	3,022,685	1,529,547	387,126	177,563	76,085	264,982	77,498	41.0
COLORADO										
COLORADO SPRINGS (El Paso) . . . **Over 50%**: El Paso, Teller.	323.3	114.1	2,259,704	1,349,232	266,568	162,315	89,103	289,211	25,417	89.9
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%**: Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson; **20 - 49%**: Alamosa, Chaffee, Cheyenne, Clear Creek, Eagle, Elbert, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Summit, Washington, Weld, Yuma.	2,126.2	802.5	18,747,421	10,199,579	2,215,519	1,207,159	549,749	1,918,556	232,580	65.7
GRAND JUNCTION (Mesa) . . . **Over 50%**: Mesa; **20 - 49%**: Delta, Garfield, Rio Blanco.	134.9	49.4	921,910	664,776	139,422	60,196	36,189	142,821	13,997	55.5
PUEBLO (Pueblo) . . . **Over 50%**: Huerfano, Pueblo; **20 - 49%**: Baca, Bent, Costilla, Crowley, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	248.1	89.2	1,533,201	895,171	232,694	99,841	48,220	163,791	21,070	56.6
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **Over 50%**: Fairfield.	807.2	283.3	9,713,996	3,626,997	762,991	374,728	199,606	475,040	92,986	51.5
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%**: Hartford, Tolland; **20 - 49%**: Middlesex.	1,051.1	376.1	9,760,129	4,281,274	986,034	521,936	184,642	588,235	145,689	72.1
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%**: New Haven; **20 - 49%**: Litchfield.	918.9	331.2	7,974,627	3,502,228	831,232	450,097	158,026	487,046	102,913	68.6
NEW LONDON-NORWICH (New London) . . . **20 - 49%**: New London.	239.0	82.9	1,959,799	888,986	195,741	103,289	45,567	154,376	24,223	45.3
DELAWARE										
DOVER (Kent) . . . **Over 50%**: Kent.	99.7	33.6	564,922	493,725	110,543	64,702	14,789	107,966	13,561	52.9
WILMINGTON (New Castle) . . . **Over 50%**: New Castle; **20 - 49%**: MD.: Cecil.	461.3	161.4	3,996,362	2,070,380	448,303	303,998	104,533	304,328	81,428	69.6

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%:** District of Columbia; MD.: Montgomery, Prince George'S; VA.: Arlington, Fairfax, Loudoun; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary'S; VA.: Fauquier, Prince William.	3,327.8	1,214.2	35,420,758	16,265,977	3,436,011	2,181,582	760,626	2,932,103	715,671	70.5
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	152.3	63.9	1,074,598	714,321	192,370	115,492	29,680	134,668	31,506	40.4
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	276.8	114.0	1,731,602	1,300,537	286,410	160,107	45,914	199,932	65,129	70.3
FORT LAUDERDALE-HOLLYWOOD (Broward) . . . **20 - 49%:** Broward.	1,042.8	431.7	9,479,620	6,137,624	1,307,296	735,877	306,016	1,399,615	239,110	42.6
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	274.1	113.7	1,971,308	1,413,058	333,068	160,027	84,375	254,122	50,723	54.8
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Dixie, Gilchrist, Levy, Union.	199.4	71.3	1,220,420	793,592	203,095	93,083	41,405	123,412	33,699	51.2
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Columbia, Lafayette, Nassau, St. Johns; GA.: Camden, Charlton.	808.2	291.2	5,382,610	3,536,413	805,395	395,026	133,374	761,671	130,873	61.9
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	328.0	118.0	2,229,714	1,484,436	367,136	179,923	49,984	283,636	59,603	38.2
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **Over 50%:** Brevard; **20 - 49%:** Indian River.	337.7	129.2	2,346,394	1,473,526	360,465	190,675	64,717	257,601	65,776	51.6
MIAMI (Dade) . . . **20 - 49%:** Broward, Dade, Monroe.	2,826.0	1,095.7	23,817,245	14,636,773	3,164,275	1,891,496	881,823	2,813,552	595,229	38.0
OCALA (Marion) . . . **Over 50%:** Marion.	126.5	47.5	753,664	518,746	148,670	49,092	14,316	70,801	17,003	57.1
ORLANDO (Orange) . . . **Over 50%:** Orange, Osceola, Seminole; **20 - 49%:** Lake.	826.9	305.7	6,001,052	3,903,525	995,395	480,483	143,525	748,196	112,510	53.8
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	110.0	39.5	651,411	515,323	101,695	78,367	30,717	109,973	13,107	60.2
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	293.3	102.2	1,794,120	1,170,779	281,330	182,341	45,579	261,271	34,827	58.8
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	360.6	155.9	2,647,122	1,937,858	462,980	247,738	134,531	327,931	74,902	52.0
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Calhoun, Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	269.4	94.7	1,709,063	999,787	259,861	113,931	35,445	171,851	31,135	48.1

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

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FL (cont)										
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%:** Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Hernando, Highlands.	1,777.3	727.2	12,451,435	8,007,154	2,212,566	1,085,554	302,845	1,351,093	264,893	67.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	677.2	277.1	6,462,312	3,493,847	876,349	419,470	187,958	643,393	125,190	40.8
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Miller, Mitchell, Randolph, Terrell, Worth.	176.2	57.8	1,048,254	619,130	140,532	77,980	31,103	132,061	22,946	51.0
ATLANTA (Fulton) . . . **Over 50%:** De Kalb, Fulton; **20 - 49%:** Butts, Clarke, Clayton, Cobb, Coweta, Douglas, Fayette, Forsyth, Gwinnett, Henry, Newton, Rockdale, Towns, Walton.	2,104.8	757.2	17,697,430	10,025,407	2,069,356	1,689,360	310,936	1,903,090	324,819	45.8
AUGUSTA (Richmond) . . . **Over 50%:** Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	389.8	130.8	2,476,418	1,435,203	351,979	186,125	66,153	291,407	46,626	53.0
Over 50%: ALA.: Russell; GA.: Chattahoochee, Muscogee; **20 - 49%:** GA.: Harris, Marion, Quitman, Stewart, Talbot.	275.1	91.1	1,615,919	971,623	204,080	137,574	39,530	214,698	32,440	60.8
MACON (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Twiggs, Wilkinson.	414.5	139.2	2,429,940	1,568,744	390,433	183,857	49,277	296,511	49,490	47.2
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Bulloch, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Jasper.	419.9	140.8	2,367,242	1,564,555	358,074	142,934	79,674	281,710	54,746	48.7

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Source: S&MM Survey of Buying Power, 1980

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HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	884.8	271.3	7,199,457	4,157,558	810,697	924,683	89,759	420,988	236,087	71.2
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	257.8	93.1	1,778,485	1,132,268	243,064	115,405	79,667	221,450	20,441	49.9
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville, Jefferson; **20 - 49%:** Butte, Clark, Custer, Fremont, Madison, Teton.	124.7	38.8	808,815	570,795	112,670	69,841	43,038	94,179	12,109	57.9
ILLINOIS										
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	260.8	92.2	2,214,228	1,098,442	235,406	97,369	42,880	197,439	28,180	51.5
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	158.4	59.9	1,057,533	662,556	143,815	87,207	24,751	107,873	20,310	38.3
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.6	78.5	1,827,545	959,928	194,861	109,283	47,059	132,775	27,662	57.4
CHICAGO (Cook) . . . **Over 50%:** Cook, Kane, Lake, Will; **20 - 49%:** De Kalb, Du Page, Grundy, Kendall, McHenry.	7,262.0	2,562.3	68,959,258	31,230,696	6,117,797	4,089,459	1,460,447	4,865,143	1,254,454	59.6
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	123.3	45.8	1,062,855	442,168	105,254	44,061	16,716	77,494	18,585	61.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	386.1	140.4	3,452,415	1,815,434	345,503	297,974	81,661	319,211	67,347	62.9
DECATUR (Macon) . . . **Over 50%:** Macon, Moultrie; **20 - 49%:** Douglas, Fayette, Piatt, Shelby.	229.6	84.3	1,849,773	947,292	213,588	125,308	44,513	164,476	25,287	59.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.7	47.8	1,083,184	516,408	106,484	55,502	21,257	96,730	22,584	63.2
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Putnam, Stark, Woodford.	440.2	159.4	3,737,441	1,973,690	405,663	282,632	88,174	346,642	51,476	58.1
QUINCY (Adams) . . . **Over 50%:** Adams; MO.: Lewis; **20 - 49%:** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	141.8	53.4	1,044,073	448,071	102,734	40,433	22,632	81,338	15,330	50.8

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IL (cont)										
ROCKFORD (Winnebago) ... **Over 50%**: Winnebago; **20 - 49%**: Boone, Ogle.	326.7	117.0	2,836,052	1,272.671	276,238	208,742	70,925	174,256	47,114	54.7
SPRINGFIELD (Sangamon) ... **Over 50%**: Menard, Sangamon; **20 - 49%**: Cass, Christian, Macoupin.	290.8	111.6	2,315,664	1,270,313	281,048	179,472	53,283	188,010	52,943	57.3
INDIANA										
ANDERSON (Madison) ... **Over 50%**: Madison.	139.3	50.5	1,139,365	542.136	117,473	78,572	21,039	110,233	27,203	70.6
BLOOMINGTON (Monroe) ... **Over 50%**: Monroe; **20 - 49%**: Owen.	115.3	40.4	737,375	368,747	81,029	45,853	16,461	47,703	17,457	54.5
ELKHART (Elkhart) ... **Over 50%**: Elkhart.	138.2	48.9	1,113,510	643,497	133,117	82,687	22,822	153,385	32,622	54.9
EVANSVILLE (Vanderburgh) ... **Over 50%**: Posey, Vanderburgh, Warrick; **20 - 49%**: ILL.: Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike, Spencer; KY.: Henderson, Union, Webster.	471.1	171.9	3,303,983	1,845,981	375,323	197,129	85,737	346,384	64,104	57.7
FORT WAYNE (Allen) ... **Over 50%**: Allen; **20 - 49%**: Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley; OHIO: Paulding.	529.1	186.6	4,088,748	2,048,821	411,253	276,229	80,717	361,915	76,561	65.9
GARY-HAMMOND-EAST CHICAGO (Lake) ... **Over 50%**: Lake; **20 - 49%**: Jasper, Porter.	670.5	225.4	5,510,653	2,715,072	628,999	321,264	110,256	424,228	118,933	60.5
INDIANAPOLIS (Marion) ... **Over 50%**: Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%**: Boone, Morgan, Putnam, Rush, Shelby.	1,220.3	440.9	10,130,263	5,354,338	1,040,765	731,808	195,080	855,792	198,281	70.2

THE TESTERS CHOICE

FORT WAYNE, IND.

SMSA Retail Sales
$1,597,220,000
EBI/Household
$22,669
Grocery Sales
$291,649,000

Source: © S&MM 1981
SURVEY OF BUYING POWER

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IN (cont.)										
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.9	37.6	937,861	450,715	90,235	72,043	19,813	81,701	20,306	71.2
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	185.3	64.3	1,398,455	640,956	131,425	110,854	30,562	95,564	30,632	53.4
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	197.2	69.9	1,405,326	701,058	157,545	70,815	29,970	141,798	37,898	64.9
RICHMOND (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Union; OHIO: Preble.	121.2	43.3	880,599	462,983	84,262	61,952	10,671	88,294	17,178	51.9
SOUTH BEND (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	352.9	126.2	2,617,349	1,306,467	270,629	158,363	53,096	244,233	55,717	64.1
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	210.3	77.5	1,419,932	943,746	153,861	100,814	24,058	133,190	31,492	55.1
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Iowa, Jones, Linn; **20 - 49%:** Benton, Cedar, Delaware.	268.0	97.4	2,223,269	1,154,112	229,839	165,778	50,964	219,301	35,440	61.9
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	386.1	140.4	3,452,415	1,815,434	345,503	297,974	81,661	319,211	67,347	62.9
DES MOINES (Polk) . . . **Over 50%:** Dallas, Polk, Warren; **20 - 49%:** Adair, Adams, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cerro Gordo, Clarke, Clay, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Washington, Wayne, Webster, Winnebago, Wright.	1,306.5	487.2	10,704,164	5,901,495	1,191,871	662,590	247,799	1,200,685	136,940	45.6
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	213.7	71.5	1,556,398	830,650	163,390	97,478	47,970	160,528	24,888	49.6
FORT DODGE (Webster) . . . **Over 50%:** Calhoun, Humboldt, Webster; **20 - 49%:** Pocahontas, Wright.	99.2	37.4	829,695	438,170	85,140	51,256	23,756	109,515	7,828	59.6
SIOUX CITY (Woodbury) . . . **Over 50%:** Monona, Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, O'Brien, Plymouth, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Clay, Union.	276.9	98.8	2,088,448	1,101,132	246,238	99,622	48,993	215,073	33,705	52.6

get to know kokomo, indiana

S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
- INDIANA'S STRONGEST NEWSPAPER IS IN KOKOMO, INDIANA

kt
FOUNDED 1850

SIX COLUMN OFFSET
EVENING & SUNDAY

member of
thing The Hoosier Indiana Newspaper Group

THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
IA (cont.)										
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk, Butler; **20 - 49%:** Bremer, Buchanan, Chickasaw, Grundy, Howard.	245.3	86.6	2,023,125	1,046,366	205,184	122,778	48,377	214,934	26,700	56.5
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno, Stafford; **20 - 49%:** Clark, Comanche, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stanton, Wichita.	200.7	76.1	1,611,665	763,458	183,225	68,467	31,793	150,115	20,893	46.2
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Russell, Smith.	150.9	59.3	1,249,031	600,892	132,996	51,362	25,530	138,431	10,803	47.1
TOPEKA (Shawnee) . . . **Over 50%:** Osage, Shawnee; **20 - 49%:** Coffey, Jackson, Jefferson, Marshall, Nemaha, Pottawatomie, Wabaunsee, Washington.	261.7	98.9	2,113,913	1,034,896	216,859	124,188	45,708	228,688	34,438	59.0
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Clark, Comanche, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	528.6	200.7	4,940,642	2,427,390	443,864	316,884	108,561	529,859	52,981	66.5
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%:** KY.: Boyd, Greenup; W.VA.: Cabell; **20 - 49%:** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	353.1	125.7	2,287,905	1,367,898	355,[illegible]17	183,772	75,701	218,957	49,712	52.7
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette; **20 - 49%:** Anderson, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott, Woodford.	462.3	164.6	3,276,111	2,187,740	514,440	316,904	87,976	324,667	68,589	49.6
LOUISVILLE (Jefferson) . . . **Over 50%:** IND.: Floyd; KY.: Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Harrison, Scott; KY.: Bullitt, Hardin, Hart, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Trimble, Washington.	1,212.4	426.6	9,066,422	4,883,013	1,211,156	613,050	243,504	756,775	174,886	65.7
OWENSBORO (Daviess) . . . **Over 50%:** Daviess, McLean; **20 - 49%:** Hancock, Muhlenberg, Ohio.	159.2	56.1	1,120,835	690,413	183,665	75,857	31,335	135,049	21,569	56.9
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	139.2	52.7	911,291	626,842	138,516	74,465	24,464	115,565	27,337	48.3

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader

LEXINGTON-FAYETTE SMSA

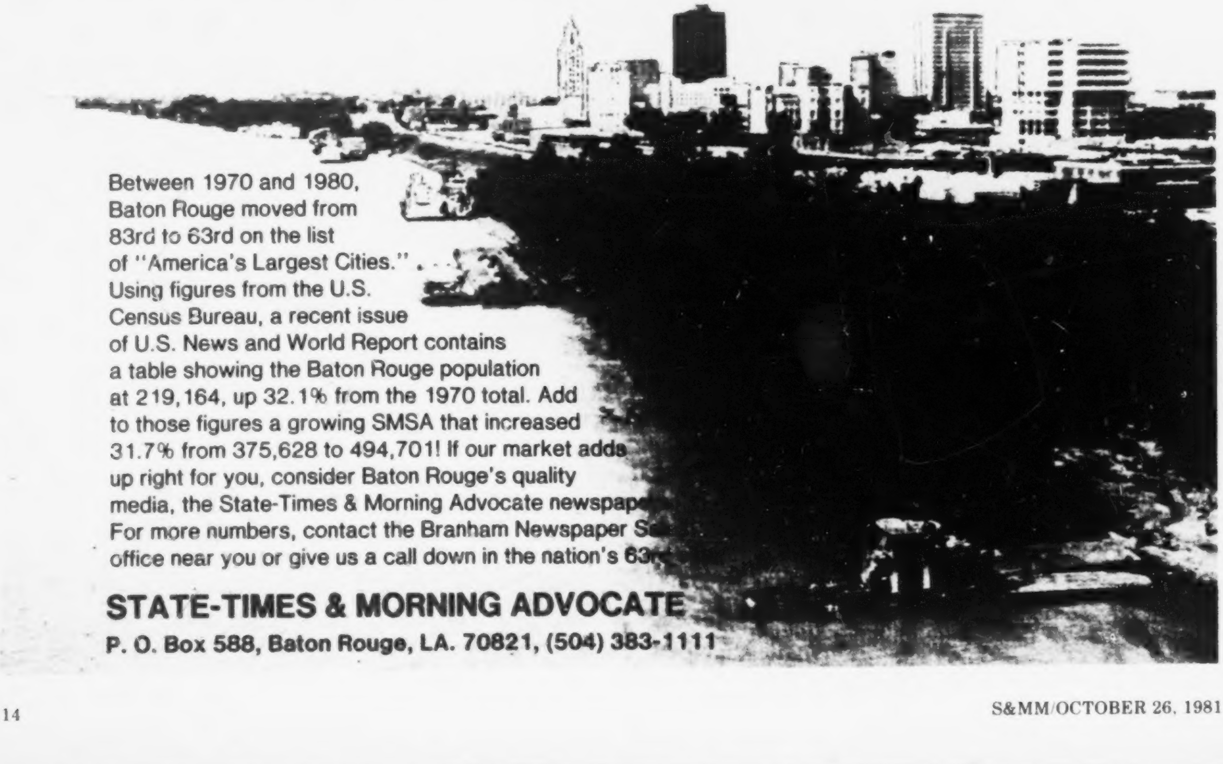
	1975	1980	1984	% Change 1975-1984
EBI	$1.4 billion	$2.4 billion	$4.0 billion	183%
EBI/HH	$14,712	$21,170	$33,453	127%
Retail Sales	$848 million	$1.7 billion	$2.6 billion	202%
RS/HH	$8,715	$14,320	$21,146	143%
Population	294,700	322,200	331,800	13%

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky"

Source: S&MM 1981 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant.	195.3	65.4	1,115,541	640,747	150,580	110,013	23,178	138,833	25,934	48.7
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	591.4	194.6	4,537,941	2,393,052	549,495	485,483	95,654	473,012	79,642	50.1
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette	153.1	52.3	1,271,076	818,855	154,595	126,612	46,930	170,923	20,585	44.3
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu; **20 - 49%:** Beauregard, Cameron, Jefferson Davis.	240.9	81.2	1,680,656	988,124	262,724	108,768	40,755	222,724	31,962	45.9
MONROE (Ouachita) . . . **Over 50%:** Ouachita; **20 - 49%:** Caldwell, East Carroll, Franklin, Richland, Tensas, Union, West Carroll.	252.3	86.3	1,473,994	900,781	208,099	128,649	34,003	215,879	30,414	40.6
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. John the Baptist, St. Tammany.	1,295.6	457.4	10,556,463	5,211,319	1,341,173	709,697	252,180	893,145	176,580	54.7
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	555.8	195.8	3,673,221	2,015,249	421,255	296,514	85,035	475,664	51,556	53.6



BATON ROUGE:

From 83rd to 63rd largest city in the U.S.!

Between 1970 and 1980, Baton Rouge moved from 83rd to 63rd on the list of "America's Largest Cities." Using figures from the U.S. Census Bureau, a recent issue of U.S. News and World Report contains a table showing the Baton Rouge population at 219,164, up 32.1% from the 1970 total. Add to those figures a growing SMSA that increased 31.7% from 375,628 to 494,701! If our market adds up right for you, consider Baton Rouge's quality media, the State-Times & Morning Advocate newspape For more numbers, contact the Branham Newspaper S office near you or give us a call down in the nation's 63r

STATE-TIMES & MORNING ADVOCATE

P. O. Box 588, Baton Rouge, LA. 70821, (504) 383-1111

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in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **41%** of the households in this 23-county area in North Louisiana. East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **949,700** people in **335,800** households with effective buying income of **6.2 billion** and producing retail sales of **3.5 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co.
Agent For
The Times Shreveport Journal

Circulation: **M & E 120,001 MORNING 86,508**
SUNDAY 125,326 EVENING 34,182
(ABC AUDIT REPORT ENDING DEC. 28, 1980)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1981

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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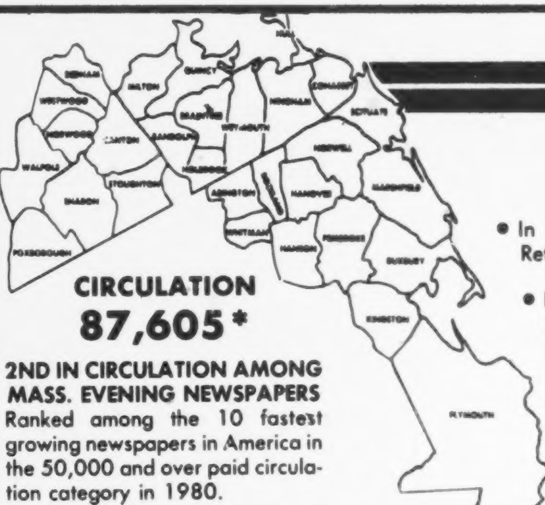
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Aroostook, Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Knox, Waldo.	386.3	133.7	2,361,458	1,480,647	379,379	161,093	63,905	243,767	51,193	58.3
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	176.9	63.3	1,098,259	638,200	152,987	74,504	16,084	119,991	19,088	70.5
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Knox, Lincoln, Sagadahoc, York.	448.0	163.7	3,149,678	1,985,536	451,470	199,575	62,097	289,457	61,387	49.9
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	183.7	64.8	1,277,816	695,338	172,164	75,158	25,592	123,177	22,538	36.7

Are services included in 'Total retail sales'?

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

S&MM'S SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Carroll, Harford, Howard, Kent, Talbot, Worcester.	2,254.4	796.3	17,253,329	9,914,408	2,490,052	1,178,967	411,106	1,755,708	335,021	63.1
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	107.7	39.3	607,021	392,864	97,973	51,201	19,268	61,414	20,579	75.1
FREDERICK (Frederick) . . . **Over 50%:** Frederick.	116.7	38.3	836,190	497,530	98,855	65,150	15,877	83,197	16,718	68.1
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	113.6	40.6	765,979	577,146	115,145	83,381	21,633	82,773	19,012	84.1
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	115.9	42.2	735,293	639,565	159,543	61,337	23,284	121,092	19,849	52.3
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,019.6	1,444.9	35,400,036	17,939,219	4,012,906	2,329,554	730,643	2,094,844	618,459	67.8



CIRCULATION
87,605*

2ND IN CIRCULATION AMONG MASS. EVENING NEWSPAPERS
Ranked among the 10 fastest growing newspapers in America in the 50,000 and over paid circulation category in 1980.

The Patriot Ledger
13 Temple Street, Quincy, MA. 02169–786-7000

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PROOF OF CONSUMER READERSHIP IMPACT **

- In 1980 The Patriot Ledger ranked first among Mass. dailies in Retail Advertising . . . 11,305,425 lines.
- In 1980 The Patriot Ledger ranked fifth among Mass. dailies in National Advertising . . . 2,159,845 lines.
- In 1980 The Patriot Ledger ranked first among evening New England newspapers in Classified Advertising . . . 7,914,894 lines.

*ABC FASFAX REPORT 3/31/81
**NENAB Y/E REPORT 12/31/80

The Patriot Ledger
Serving Ledger Land

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The Morning Union
The Daily News
The Sunday Republican

Security Blanket.

When you buy Springfield you can rest easy. Secure in the knowledge that you've invested wisely. We blanket 85% of the SMSA and have the highest ADI penetration in New England—61%!

Springfield . . . the market of your dreams.

Largest in Massachusetts outside Boston

The Springfield Newspapers

Represented by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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MA (cont.)										
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	152.2	61.0	1,064,433	977,901	237,354	94,308	33,618	77,950	26,375	56.4
NEW BEDFORD-FALL RIVER (Bristol) . . . **20 - 49%:** Bristol.	477.3	169.2	3,286,510	1,993,875	459,256	310,607	112,267	266,155	59,955	45.1
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	144.5	52.8	1,218,499	685,001	181,001	84,053	26,086	73,935	17,321	56.5
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	581.9	204.4	4,478,093	2,527,449	714,481	251,904	79,635	322,674	71,083	80.2
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	647.5	228.2	5,381,589	2,810,604	648,500	373,649	138,704	378,927	96,388	60.7

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	267.4	95.1	2,594,588	1,197,114	153,186	246,310	68,544	185,792	46,230	41.2
BATTLE CREEK (Calhoun) . . . **Over 50%:** Calhoun.	141.5	51.7	1,117,531	542,346	91,232	116,334	26,447	74,713	21,358	51.4
BAY CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Arenac, Ogemaw.	151.8	53.3	1,079,373	636,008	146,252	72,048	23,595	115,448	20,976	59.0
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	239.4	84.8	1,490,364	924,002	235,865	82,113	74,294	151,510	32,677	40.9
DETROIT (Wayne) . . . **Over 50%:** Macomb, Oakland, St. Clair, Wayne; **20 - 49%:** Antrim, Cheboygan, Clare, Crawford, Emmet, Iosco, Isabella, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,831.1	1,697.5	44,573,486	22,901,957	4,796,649	3,050,916	1,112,492	4,075,378	1,017,599	75.4

BUY DETROIT WHERE DETROIT BUYS.

And that's the 12 communities covered by the Observer and Eccentric hometown newspapers. The affluent cities that have the money and aren't afraid to spend it.

And when you buy the Observer and Eccentric newspapers you zero in on this buying power, and eliminate the waste of reaching people you don't need to reach.

So put your money where their money is. Call Ad Director George Hagan at 313-591-2300, ext. 241 collect. Or National Ad Manager Kevin Curley at 313-644-1100, ext. 203 collect.

The 12 twice weekly Observer and Eccentric hometown newspapers. We reach more people in our own hometowns combined than the Free Press or the News.

Birmingham Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric, Southfield Eccentric, Troy Eccentric, West Bloomfield Eccentric and Westland Observer.

USSPI

Represented nationally by U.S. Suburban Press, Inc.

THE TWELVE TWICE WEEKLY
Observer & Eccentric
NEWSPAPERS

No. 1 in the No. 1 market for dollars spent per household!*

Among the top five markets, none spend as much per household as Detroit.
Call us at (313) 222-2436.
We'll introduce you to the big spenders.

The Detroit News
Michigan's Largest Newspaper

* Top five markets — Sales Management Survey of Buying Power, 1980, SMSA.

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MI (cont.)										
FLINT (Genesee) . . . **Over 50%:** Genesee.	450.8	156.8	4,086,417	2,252,229	405,646	451,112	128,186	474,939	82,471	63.8
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	607.1	210.5	4,486,293	2,652,297	349,649	586,797	146,402	403,916	57,592	53.4
JACKSON (Jackson) . . . **Over 50%:** Jackson.	152.0	51.7	1,053,654	569,953	82,357	158,565	21,834	78,283	12,951	67.6
KALAMAZOO-PORTAGE (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren	281.2	100.6	2,093,579	1,195,336	199,942	271,769	57,023	188,756	26,009	51.5
LANSING-EAST LANSING (Ingham) . . . **Over 50%:** Ingham; **20 - 49%:** Clinton, Eaton.	420.1	146.0	3,667,032	1,764,454	297,427	348,122	79,272	306,292	38,095	46.9
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	179.8	62.8	1,102,336	630,251	121,155	154,729	25,282	91,944	22,202	63.7
SAGINAW (Saginaw) . . . **Over 50%:** Saginaw.	228.7	77.3	1,919,171	1,025,516	215,614	192,007	50,561	130,056	35,905	62.3
MINNESOTA										
DULUTH-SUPERIOR (St. Louis; WIS.: Douglas) . . . **Over 50%:** MINN.: Carlton, Lake, St. Louis; **20 - 49%:** MINN.: Cook, Itasca; WIS.: Douglas.	358.1	131.2	2,610,394	1,449,873	309,817	184,083	52,613	214,121	36,505	50.6
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	257.9	92.7	2,076,898	1,215,414	200,357	115,123	55,078	253,915	36,858	51.9
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.2	46.6	1,012,356	514,013	103,855	36,863	18,863	114,580	19,340	49.6

THE MACOMB DAILY
THE Community News NEWSPAPERS
THE NEWS-HERALD NEWSPAPERS
DEARBORN PRESS & GUIDE
DEARBORN HEIGHTS LEADER
THE Advisor NEWSPAPERS

PEOPLE REALLY READ'EM.

A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanities who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling — PANAX readers are buying.

For more information on how to get the lion's share of over $6.6 billion** in retail sales in our market — or how a unique combination buy with the Observer & Eccentric newspapers can put your message in over 500,000 suburban Detroit homes — call John Banks or John Flack at (313) 941-5450.

PANAX
NEWSPAPERS
ABC CAC

*Source Market Opinion Research, 1978
**Source Sales and Marketing Management, Survey of Buying Power, 1978

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MN (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Brown, Carver, Chippewa, Chisago, Cottonwood, Douglas, Faribault, Goodhue, Isanti, Kanabec, Lac qui Parle, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Steele, Stevens, Swift, Traverse, Wadena, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	2,815.4	1,018.6	24,242,253	12,776,959	2,263,459	1,980,233	496,069	2,323,836	333,730	57.5
ROCHESTER (Olmsted) . . . **Over 50%:** Dodge, Olmsted; **20 - 49%:** Fillmore, Wabasha.	149.2	53.3	1,203,375	698,121	124,590	81,116	28,001	141,748	23,078	61.9
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	135.0	41.5	834,735	720,077	83,146	88,473	22,053	86,784	13,866	55.6
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	194.2	64.9	1,202,201	691,603	185,386	120,500	25,573	105,869	23,657	57.2
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin, Simpson.	418.0	140.2	2,801,645	1,631,384	392,121	252,121	74,292	309,732	51,557	51.9
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Union.	200.4	69.7	1,127,486	709,101	203,368	94,734	26,690	137,941	21,761	40.5
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	177.6	67.9	1,007,494	724,131	145,202	78,767	27,012	170,767	26,718	50.0
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Miami, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte, Ray; **20 - 49%:** KAN.: Anderson, Atchison, Franklin, Leavenworth, Linn; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,696.8	632.7	15,079,023	7,858,218	1,472,510	1,237,686	300,089	1,720,618	182,936	87.7
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** KAN.: Brown; MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	224.0	84.2	1,468,927	809,235	166,684	96,256	31,614	156,770	22,069	75.9
ST. LOUIS (St. Louis) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,571.3	923.2	21,223,724	10,740,602	2,462,051	1,618,827	432,009	1,980,017	282,418	57.1

STAR
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Tribune
gets heart trans
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COURT

Well-off Minneapolis-St. Paul.

Well-heeled. Well-read.

In the 10-County Minneapolis-St. Paul SMSA:

$22,768 is the median household income, 6th highest among major metros.

$13,541 is the retail sales expenditure per household, 6th highest among 15 leading U.S. markets.

A single newspaper buy in The Minneapolis Star and Minneapolis Tribune delivers a big 48% of adults daily and 64% on Sunday.

59% of affluent adults earning $30,000 and over read The Star or the Tribune or both daily; 72% on Sunday.

For more information, call Display Advertising Manager, **Jim Anderson (612) 372-3907.**
Or contact our representatives, Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Minneapolis Star / Minneapolis Tribune
425 Portland Avenue Minneapolis MN 55488

Sources: May/November 1980 Reader Demographic Study; 1981 Sales and Marketing Management Survey of Buying Power.

KANSAS CITY: A MARKET SO PRIME THEY SPREAD IT OVER TWO STATES.

1st in U.S. foreign trade space. 2nd in American automobile production. 3rd in the U.S. as a rail center. Kansas City is a major metropolitan market of over a million people, occupying 5 Missouri and 2 Kansas counties. Its central location—within 250 miles of the nation's population center—makes K.C. a mercantile dynamo. A diverse employment base means a remarkably stable economy in a community where unemployment has consistently been lower than the national average for 5 years. Every day, 75% of K.C. adults in households with incomes of $35,000 or better read the Kansas City Times/Star. On Sunday that figure rises to 83%. And 70% of area college graduates are daily readers—85% on Sunday!

Reach it with one buy.

THE KANSAS CITY
Times & STAR

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980										% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)		
MO (cont.)											
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	353.2	132.1	2,179,136	1,476,416	284,965	183,530	66,967	323,703	32,981		48.6
MONTANA											
BILLINGS (Yellowstone) . . . **Over 50%:** Carbon, Rosebud, Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	287.6	104.7	2,132,692	1,368,639	276,522	144,852	62,021	226,262	53,494		50.4
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade, Teton; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Toole.	153.8	55.6	1,126,647	705,853	132,000	75,308	34,933	140,835	28,252		54.4
MISSOULA (Missoula) . . . **Over 50%:** Mineral, Missoula; **20 - 49%:** Granite, Lake, Ravalli, Sanders.	135.3	49.8	953,859	576,866	105,503	44,990	35,743	119,986	22,370		55.3
NEBRASKA											
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	93.5	34.2	670,422	420,524	53,632	83,065	12,646	66,124	6,022		65.8
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Jefferson, Johnson, Pawnee, Saunders, Thayer.	286.9	107.5	2,279,488	1,233,135	235,729	161,774	57,475	223,975	28,192		60.9

OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above U.S.
$15,000+ Households: 11% Above U.S.
$25,000+ Households: 17% Above U.S.

OMAHA WORLD-HERALD
75% SUNDAY
71% DAILY COVERAGE

(Sources: ABC 3/31/80 S&MM 1980 Survey of Buying Power)

Omaha World-Herald

Further market information available from
George Kaplan, National Sales,
Omaha World-Herald, World-Herald Square, Omaha, Nebraska 68102

Participant in Newspaper Ad Bureau's "Newspapers CAN DO" data base

Represented Nationally by CWO&O, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
NB (cont.)										
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Frontier, Furnas, Garden, Garfield, Grant, Greeley, Harlan, Holt, Kearney, Keith, Knox, Nance, Nemaha, Nuckolls, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thurston, Valley, Washington, Wayne.	1,079.4	393.4	8,755,530	4,425,519	877,547	534,798	209,486	925,177	124,182	50.3
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	488.9	186.0	4,040,795	2,533,213	509,507	359,554	108,884	484,853	94,773	72.6
RENO (Washoe) . . . **Over 50%:** Washoe; **20 - 49%:** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing.	283.7	111.8	2,641,846	1,784,251	271,111	184,659	105,836	344,411	154,825	45.6
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	316.0	111.4	2,458,178	1,361,249	309,760	161,596	66,810	221,360	35,681	55.4
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	279.4	105.9	2,209,180	1,504,047	356,693	127,208	50,392	190,599	31,163	57.0
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	555.0	208.5	4,448,835	1,656,291	481,717	115,744	68,416	199,488	43,466	44.6
LONG BRANCH-ASBURY PARK (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	862.5	306.4	7,162,674	3,747,603	989,219	381,497	165,100	657,713	88,342	44.2
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex) . . . **Over 50%:** Middlesex.	595.8	199.0	5,610,126	2,534,594	601,278	335,480	127,537	328,053	47,640	50.8
NEWARK (Essex) . . . **Over 50%:** Essex, Morris, Somerset, Union; **20 - 49%:** Hunterdon, Middlesex, Sussex.	2,762.4	946.6	27,034,437	11,441,860	2,935,964	981,545	629,145	1,840,529	244,027	51.8

The Star-Ledger dominates the 2nd Largest Market in the N. Y. ADI

The Greater New Jersey Market is composed of 6 counties: Essex, Middlesex, Monmouth, Morris, Somerset and Union.

Effective Buying Income:
Greater New Jersey Market
$26.523.632.000

Nassau/Suffolk
$23,341,944,000

Westchester/Rockland/Putnam
$11,182,551,000

Bergen County
$9,105,733,000

Daily Adult Audience Profile:
Greater New Jersey Market

	Star-Ledger	N.Y. News	N.Y. Times
Total Readers	900,000	373,000	290,000
Household Income $35,000+	174,000	52,000	87,000
College Educated	380,000	142,000	201,000
Occupation Professional/Technical Managerial/Administrative	198,000	71,000	107,000

In the New York ADI, you *must* include The Star-Ledger to attain your sales goals.

For full details and a copy of "10 Facts About the Greater New Jersey Market" write or call Walter J. Schwartz, National Advertising Manager (201) 877-4214

10 FACTS
About The Greater New Jersey Market

The Star-Ledger

The Star-Ledger
New Jersey's Largest Daily and Sunday Newspaper
Total Circulation: 403,798 daily, 585,174 Sunday
Star-Ledger Plaza, Newark, N.J. 07101 • (201) 877-4214
Represented Nationally by Newhouse Newspapers

Sources: S&MM Survey of Buying Power 1980, Fas Fax 3/31/81, Scarborough 1980 Greater New Jersey Market, 6-County — Morris, Essex, Union, Middlesex, Somerset, Monmouth.

S&MM's SURVEY OF NEWSPAPER MARKETS

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NJ (cont.)										
PATERSON-CLIFTON-PASSAIC (Passaic) . . . **20 - 49%:** Passaic.	446.1	153.8	3,781,542	1,920,831	356,428	349,176	94,285	273,143	33,153	49.8
TRENTON (Mercer) . . . **Over 50%:** Mercer.	307.9	106.7	2,830,307	1,367,861	333,973	179,523	72,980	175,576	30,799	94.0
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Torrance, Valencia.	533.9	191.2	4,106,041	2,498,378	483,529	303,061	168,259	555,330	73,481	57.9
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Saratoga, Schenectady; **20 - 49%:** Columbia, Greene, Montgomery, Schoharie.	927.4	337.4	7,391,925	3,956,758	999,935	401,227	151,379	650,084	103,934	70.9
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	350.5	124.5	2,338,665	1,400,871	341,530	118,769	64,727	266,896	48,291	72.5
BUFFALO (Erie) . . . **Over 50%:** Erie, Niagara; **20 - 49%:** Wyoming.	1,273.4	460.2	10,035,743	5,655,369	1,521,467	824,326	243,480	1,073,217	205,227	87.4
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	156.3	54.8	1,017,465	540,166	142,538	71,748	19,006	98,908	19,097	58.6
GLEN FALLS (Warren) . . . **Over 50%:** Warren, Washington.	110.1	37.8	703,302	471,794	141,341	37,135	12,609	63,797	14,838	66.6
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	146.7	53.2	966,456	611,338	116,904	86,961	27,982	130,342	18,080	49.6
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,611.5	819.3	25,785,605	12,733,767	2,842,780	1,567,484	686,268	1,724,219	289,140	56.1
NEW YORK (New York City) . . . **Over 50%:** N.J.: Bergen; N.Y.: New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Hudson, Passaic; N.Y.: Nassau, Putnam, Suffolk.	13,497.8	4,976.6	125,887,476	51,767,775	12,582,719	6,574,216	2,806,044	5,818,135	1,272,849	57.2
NEWBURGH-MIDDLETOWN (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	328.8	109.4	2,245,268	1,360,424	419,664	140,158	47,980	190,510	33,314	53.6
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	155.7	52.6	894,141	451,020	124,458	52,652	13,447	77,151	17,348	38.8
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	247.0	82.1	1,691,930	1,067,206	307,253	141,112	32,184	138,206	20,385	46.1
ROCHESTER (Monroe) . . . **Over 50%:** Livingston, Monroe; **20 - 49%:** Ontario, Orleans, Wayne, Yates.	993.6	353.9	8,973,812	4,521,293	1,063,978	501,175	188,953	881,285	145,078	68.0
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	722.5	253.3	5,874,542	3,163,668	868,464	290,895	140,351	613,159	156,057	72.4

Are you getting your proper share in this
$9.6 billion market?

The richest county in the nation's #1 market is Bergen County, New Jersey -- with $9.6 billion Effective Buying Income, $4.6 billion in retail sales, and 68 percent more than the average of retail sales per household in the entire NY-NJ SMSA.
No other newspaper, no magazine, no electronic medium can match The Record's 177,226 Sunday circulation in Bergen County. The Record's total Sunday circulation is 211,040, a bonus of 33,814 households in the markets adjacent to Bergen County.

The Record
New Jersey's Largest Evening Newspaper
Sources: ©S&MM, 1981 • ABC Audit, 1980

Now we're the largest evening newspaper in America.

Newsday

The Long Island Newspaper

503,336 Daily...573,726 Sunday

Source
Audit Bureau of Circulations
Fas-Fax Average
for 6 months ending March 31, 1981.

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NY (cont.)											
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	318.6	112.2	2,214,511	1,283,296	342,460	139,453	46,513	194,486	63,766		56.2
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	227.5	75.5	1,414,047	870,188	223,828	74,374	30,150	164,217	46,608		51.8

In Syracuse, we're giving away thousands of free consumers.

It's true. Your ads reach so much extra spending power in Syracuse, it's like reaching thousands of extra consumers free.

For example, Syracuse spends over twice the average amount per person on scotch.* Sixteen percent more than average per person on food.** Our median income is $775 above average.** And the story goes on and on.

What's the best way to reach this profitable audience? Only The Syracuse Newspapers can promise you the kind of coverage you need. The Syracuse TV audience is fragmented by one of the highest cable penetrations of any major market. And we have two new studies that prove it. Just call Dave Kaczorowski at 315-470-2085 for more information about opportunities in the Syracuse Market.

*Source 1981 Liquor Handbook
**Source S & MM Survey of Buying Power

Syracuse. More than you bargain for.

The Syracuse Newspapers

Herald-Journal
Herald American
The Post-Standard

Represented Nationally by Newhouse Newspapers

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NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	328.7	121.2	2,086,424	1,219,244	306,926	133,307	40,722	212,470	54,904	44.1
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	99.1	36.4	676,179	400,855	95,497	47,781	19,199	80,581	17,952	72.2
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%:** Gaston, Mecklenburg; **20 - 49%:** Lincoln, Stanly, Union; S.C.: York.	843.2	299.6	6,544,009	3,522,571	837,952	452,067	154,949	772,352	140,932	62.4
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	271.1	83.1	1,608,965	855,425	182,496	151,579	50,405	161,930	16,636	59.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,035.7	377.3	7,706,561	4,205,991	916,297	484,849	241,217	873,133	177,819	61.4
HICKORY (Catawba) . . . **Over 50%:** Catawba.	106.1	38.1	812,254	518,978	107,379	66,673	24,098	101,778	12,637	50.1
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Warren, Washington.	858.8	304.4	6,057,759	3,104,919	763,729	394,396	150,935	553,600	90,223	55.2
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Pender.	164.0	59.2	1,036,915	613,242	164,611	81,820	25,494	105,535	21,462	54.4

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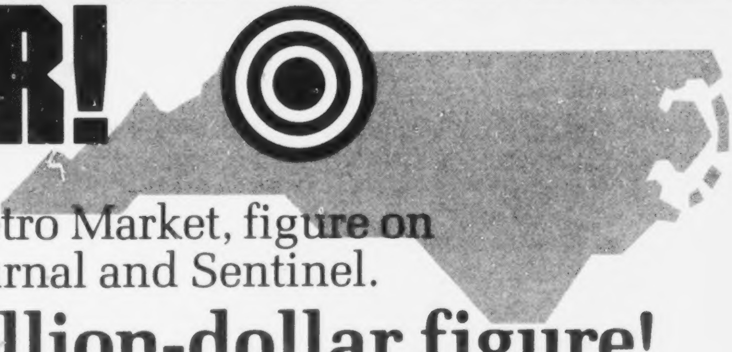

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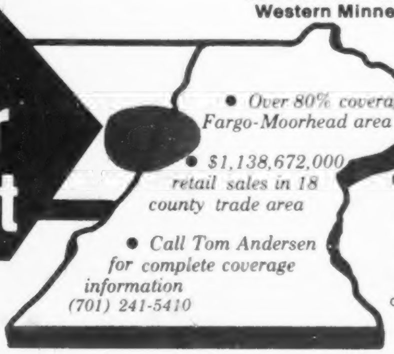

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	134.5	47.1	1,003,354	567,937	105,085	64,988	22,044	122,098	18,960	56.7
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	257.9	92.7	2,076,898	1,215,414	200,357	115,123	55,078	253,915	36,858	51.9
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	202.9	71.1	1,438,459	893,830	153,476	57,886	35,505	169,20P	25,359	46.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Rolette, Towner, Wells.	136.0	47.3	975,531	572,313	102,399	45,368	16,657	137,189	17,393	56.6
OHIO										
AKRON (Summit) . . . **Over 50%:** Portage, Summit; **20 - 49%:** Medina.	774.6	273.5	6,078,025	3,340,932	859,192	393,354	114,693	533,860	120,436	63.6
CANTON (Stark) . . . **20 - 49%:** Carroll, Stark.	405.2	144.4	3,163,166	1,797,890	454,341	252,257	72,123	303,741	59,188	43.5
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,663.8	596.2	13,434,346	6,889,000	1,737,257	1,031,558	290,298	983,660	231,778	53.4

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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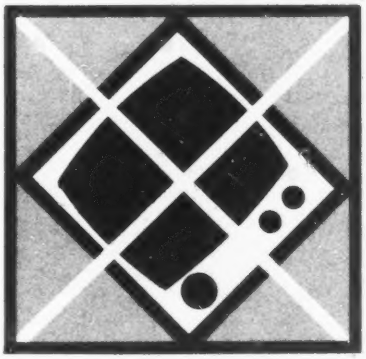
OH (cont.)										
CLEVELAND (Cuyahoga) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,888.7	698.9	17,107,999	8,744,557	1,982,141	1,334,610	350,308	1,401,258	377,920	90.6
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Jackson, Licking, Madison, Pickaway, Union.	1,282.1	468.4	10,280,325	5,524,033	1,184,920	813,890	243,154	944,338	172,725	63.1
DAYTON (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Darke, Greene, Miami, Preble.	884.3	322.5	7,324,301	3,680,131	803,701	582,775	172,529	587,740	88,746	69.2
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	85.2	31.0	529,834	312,712	75,105	38,533	17,346	47,849	9,263	77.9
FINDLAY (Hancock) . . . **Over 50%:** Hancock; **20 - 49%:** Putnam.	97.9	33.7	780,568	381,636	80,757	48,942	19,164	65,650	12,697	56.4
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	261.2	89.9	2,111,006	898,027	266,490	94,784	38,351	138,606	28,037	32.8



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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hsld. Cov. Total Area
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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OH (cont.)										
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam	145.5	49.9	1,090,365	636,378	124,134	125,005	25,432	89,539	23,184	68.1
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	276.3	92.4	2,102,117	1,008,321	249,599	166,069	42,809	168,963	38,964	74.7
MANSFIELD (Richland) . . . **Over 50%:** Richland.	131.2	47.0	959,678	604,186	121,824	95,185	22,438	106,606	14,541	67.0
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **Over 50%:** W.VA.: Wood; **20 - 49%:** W.VA.: Calhoun, Pleasants, Ritchie, Wirt; **Under 20%:** OHIO: Washington.	192.5	68.9	1,394,587	841,751	203,060	140,502	31,283	156,067	24,671	50.8
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	134.9	47.1	974,149	573,377	134,809	81,067	24,351	91,323	21,418	47.8
SPRINGFIELD (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Champaign.	183.5	65.8	1,285,198	664,932	175,151	114,909	21,285	102,477	21,877	65.8
TOLEDO (Lucas) . . . **Over 50%:** MICH.: Monroe; OHIO: Lucas; **20 - 49%:** OHIO: Fulton, Henry, Ottawa, Wood.	823.2	291.5	6,975,000	3,485,368	794,299	462,936	138,366	598,669	129,107	61.8
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	128.3	41.2	883,973	422,919	102,279	37,095	15,707	81,593	14,460	55.7
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	530.7	188.7	4,319,329	2,259,878	527,643	384,833	97,735	329,721	83,365	73.0
ZANESVILLE (Muskingum) . . . **Over 50%:** Muskingum; **20 - 49%:** Morgan, Perry.	129.6	45.6	827,180	397,371	104,731	43,579	13,641	60,555	11,730	57.1
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant, Major; **20 - 49%:** Kingfisher, Woods.	111.1	42.8	858,951	519,906	110,599	42,769	23,529	134,958	22,288	63.8
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	120.3	38.5	901,175	422,922	94,359	57,979	24,940	108,934	6,760	77.1
OKLAHOMA CITY (Oklahoma) . . . **Ovar 50%:** Oklahoma; **20 - 49%:** Beaver, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Murray, Noble, Roger Mills, Washita, Woods, Woodward.	1,124.9	424.5	9,798,931	5,494,127	1,164,828	642,489	270,263	1,328,036	127,522	52.3
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Osage, Pawnee, Rogers, Wagoner, Washington.	818.3	309.2	6,829,718	4,034,061	856,864	552,262	204,806	915,900	78,901	55.6
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	279.9	106.8	2,119,329	1,448,232	283,892	219,200	68,944	280,681	51,270	58.9
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	135.4	50.6	907,926	715,182	144,809	89,208	35,629	133,033	15,234	52.2

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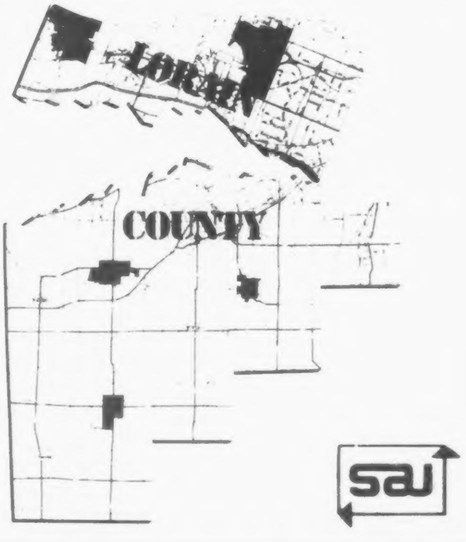

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OR (cont.)										
PORTLAND (Multnomah) . . . **Over 50%:** Clackamas, Multnomah, Washington; WASH.: Clark, Skamania; **20 - 49%:** ORE.: Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wallowa, Wasco, Yamhill.	1,537.5	594.7	13,006,659	7,430,947	1,373,536	1,376,034	392,215	1,207,603	229,795	58.9
SALEM (Marion) . . . **Over 50%:** Marion, Polk.	255.3	93.6	1,764,838	1,106,772	188,256	238,554	60,190	179,552	42,494	56.7
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	640.0	234.1	5,431,016	2,710,381	673,618	334,218	132,304	438,925	68,406	78.1
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.7	49.5	907,473	590,984	141,829	97,225	33,101	102,711	15,141	64.1
BUTLER (Butler) . . . **Over 50%:** Butler.	149.6	50.5	1,009,245	530,061	110,367	51,340	22,971	115,062	12,016	57.1
ERIE (Erie) . . . **Over 50%:** Erie.	281.0	98.4	2,041,268	1,079,626	189,609	155,191	61,085	211,555	33,297	73.1
HARRISBURG (Dauphin) . . . **Over 50%:** Cumberland, Dauphin; **20 - 49%:** Perry.	448.7	165.8	4,040,832	2,119,829	500,815	235,534	91,486	341,236	59,878	59.2
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	264.8	92.9	1,942,625	1,021,832	229,560	155,775	52,013	220,501	24,457	55.0
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	365.5	126.2	2,861,2[illegible]9	1,503,424	327,294	153,690	92,599	264,918	36,250	75.6
LEBANON (Lebanon) . . . **Over 50%:** Lebanon.	110.5	38.9	788,642	459,371	106,029	64,109	19,489	96,808	9,329	67.2
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	633.3	231.0	4,170,149	2,242,717	584,323	284,832	99,957	368,893	65,877	59.7
PHILADELPHIA (Philadelphia) . . . **Over 50%:** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Atlantic, Salem.	5,054.2	1,781.6	43,587,264	20,259,130	4,543,445	2,366,864	955,201	3,388,007	513,849	85.9
PITTSBURGH (Allegheny) . . . **Over 50%:** Allegheny, Beaver, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,372.1	876.9	19,157,464	9,660,503	2,149,632	1,468,479	466,281	1,908,278	247,794	70.2
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.6	60.5	984,637	472,475	126,353	65,369	17,431	79,647	16,496	46.7
READING (Berks) . . . **Over 50%:** Berks.	314.1	116.0	2,607,802	1,333,379	274,993	190,518	51,977	243,261	21,029	70.8
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.3	45.2	866,711	517,645	116,115	62,289	20,049	143,271	11,471	53.7
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	167.5	59.3	1,039,734	565,497	120,887	46,529	18,477	108,559	21,330	41.4
UNIONTOWN (Fayette) . . . **20 - 49%:** Fayette.	160.8	57.6	981,710	652,828	157,868	121,584	24,313	125,308	13,670	46.0
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	118.9	42.7	783,692	464,284	119,609	49,217	23,047	115,866	12,065	71.7
YORK (York) . . . **Over 50%:** York.	316.0	114.3	2,477,038	1,251,449	314,222	164,421	70,015	214,337	25,538	73.2

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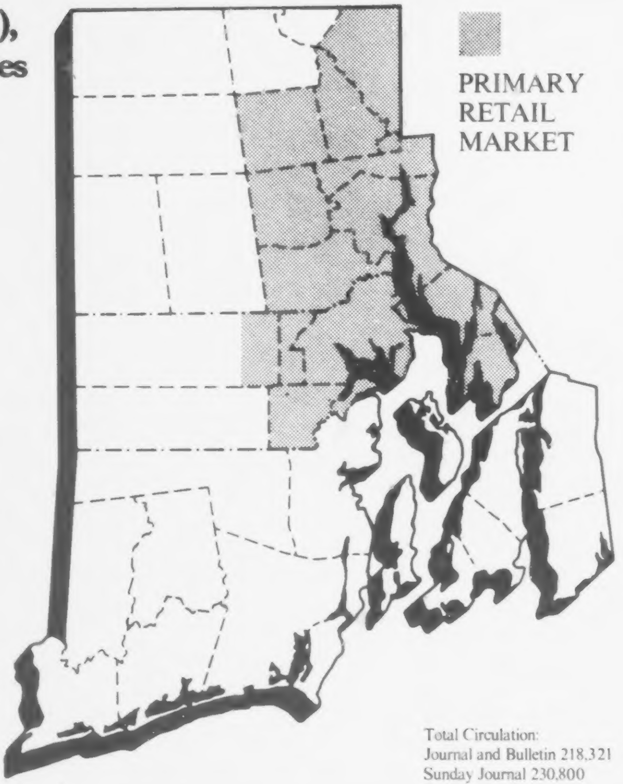
Sources: Circulation—ABC 3/29/81; Households—Providence Journal-Bulletin research department estimates; Sales—Urban Decisions 1980-81.



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RHODE ISLAND										
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	949.6	343.2	7,502,962	3,326,007	782,590	375,222	135,906	450,053	116,522	73.4
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **Over 50%:** Anderson; **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	282.3	100.2	1,688,583	1,069,144	299,995	104,613	50,154	234,733	42,583	41.7
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%:** Charleston, Dorchester; **20 - 49%:** Berkeley, Colleton.	468.8	152.2	2,[illegible]0,554	1,618,804	398,207	213,176	74,162	277,825	48,825	59.8

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SC (cont.)										
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Allendale, Barnwell, Calhoun, Fairfield, Kershaw, Newberry, Saluda.	565.3	187.4	3,853,427	2,076,700	511,413	263,498	89,082	401,853	68,286	57.7
FLORENCE (Florence) . . . **Over 50%:** Florence; **20 - 49%:** Darlington.	175.0	57.1	1,056,105	641,357	150,240	82,025	27,995	108,722	20,640	46.5
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	749.2	261.4	5,020,814	2,972,820	736,556	342,210	118,297	543,663	117,009	55.3
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	147.2	52.2	1,041,774	762,304	155,750	66,998	34,988	143,381	17,544	54.6
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	196.4	72.0	1,576,440	974,439	141,163	103,313	35,652	200,652	45,363	53.2
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	478.7	169.9	2,955,870	1,799,126	438,960	258,053	70,085	289,376	57,084	58.1
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Chester, Crockett, Gibson, Henderson.	174.4	63.3	1,023,552	621,865	163,179	94,154	22,336	112,729	18,833	40.8
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%:** Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	559.7	199.0	3,230,821	2,099,139	520,265	265,444	79,502	406,063	51,453	51.4
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Claiborne, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	756.9	274.8	5,147,561	2,814,200	677,793	413,924	124,501	446,629	97,958	50.3
MEMPHIS (Shelby) . . . **Over 50%:** MISS.: De Soto; TENN.: Shelby; **20 - 49%:** ARK.: Crittenden; MISS. Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Fayette, Lake, Tipton.	1,035.7	354.7	7,348,369	3,952,416	1,044,927	535,428	175,286	694,476	138,200	66.7
NASHVILLE-DAVIDSON (Davidson) . . . **Over 50%:** Davidson, Williamson; **20 - 49%:** Bedford, Cheatham, Coffee, Dickson, Giles, Hickman, Humphreys, Marshall, Perry, Robertson, Rutherford, Smith, Sumner, Trousdale, Wilson.	1,032.7	370.7	7,718,405	4,367,867	1,016,419	590,109	205,237	838,231	135,940	50.9

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980 POPULATION 12/31/80 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Haskell, Shackelford, Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	247.7	91.3	1,740,166	1,119,435	242,315	92,898	40,702	271,579	33,799	54.8
AMARILLO (Potter) . . . **Over 50%:** Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	355.8	131.2	2,872,780	1,919,958	411,600	166,406	89,022	485,239	48,710	51.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	639.9	235.9	5,128,333	2,882,146	614,980	372,334	122,823	533,358	71,018	51.5
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **Over 50%:** Jefferson; **20 - 49%:** Hardin, Jasper, Newton, Orange, Sabine, Tyler.	448.1	159.2	3,648,592	2,207,749	490,816	261,705	98,361	509,476	61,126	60.8
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Refugio, San Patricio.	449.9	145.1	2,934,649	1,923,258	512,080	207,695	72,903	452,683	47,469	55.9
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%:** Dallas, Rockwall, Tarrant; **20 - 49%:** Collin, Denton, Ellis, Erath, Hill, Hood, Johnson, Kaufman, Palo Pinto, Parker, Rains, Somervell, Wise.	3,104.4	1,136.4	28,904,948	16,116,473	2,734,158	2,099,634	766,463	3,974,283	708,286	61.3
EL PASO (El Paso) . . . **Over 50%:** El Paso; **20 - 49%:** Culberson, Hudspeth.	495.5	146.6	3,001,372	1,975,729	398,874	313,080	130,279	400,375	72,720	54.4
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	198.3	70.8	1,557,225	982,267	268,547	87,807	23,085	224,035	27,680	38.2

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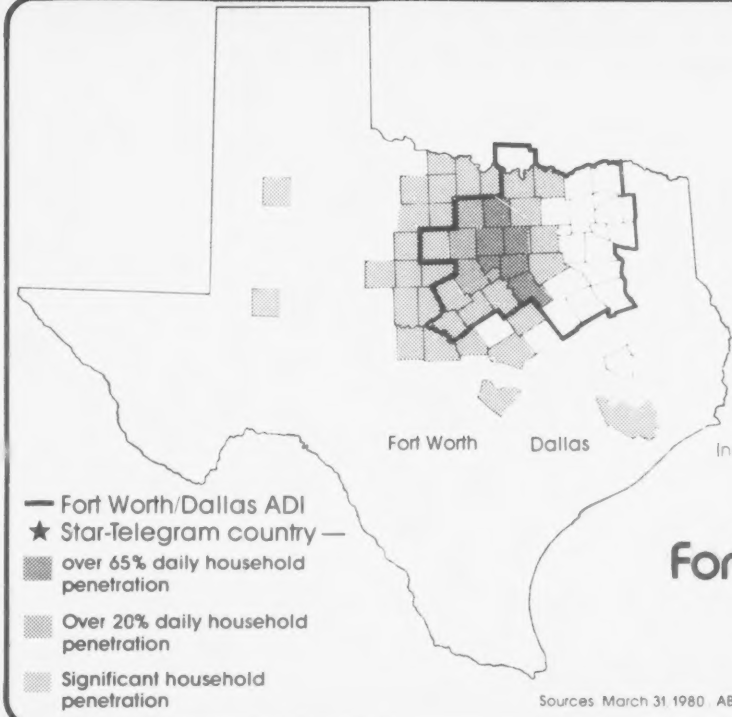
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AS OF MARCH 31, 1981

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1980									% Hslds. Cov. Total Area
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
TX (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Fort Bend, Harris; **20 - 49%:** Austin, Brazoria, Brazos, Colorado, Galveston, Grimes, Madison, Matagorda, Montgomery, Polk, Trinity, Walker, Waller, Washington, Wharton.	3,464.3	1,234.7	32,380,366	19,222,278	3,891,310	2,674,263	756,551	4,701,783	505,601	53.1
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	184.0	62.5	1,211,943	705,614	142,242	81,160	24,890	197,604	13,759	37.8
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **Over 50%:** Gregg; **20 - 49%:** Upshur; **Under 20%:** Harrison.	183.7	65.7	1,315,841	980,723	215,852	108,902	52,113	212,174	26,954	40.8
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Cochran, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum	397.7	136.1	3,000,746	1,974,810	406,191	189,623	95,339	541,736	46,663	47.5
ODESSA (Ector) . . . **Over 50%:** Crane, Ector; **20 - 49%:** Andrews, Pecos, Upton, Ward, Winkler.	179.2	62.3	1,391,666	1,059,016	234,977	135,130	40,024	245,134	15,006	54.2
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Menard, Reagan, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Edwards, Glasscock, Irion, Kimble, McCulloch, Mason, Runnels, Sutton, Terrell, Upton.	151.9	55.2	1,022,704	760,435	162,160	71,659	25,730	219,694	12,682	60.5
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, La Salle, McMullen, Medina, Uvalde, Wilson.	1,271.0	421.0	8,964,308	5,243,459	1,170,615	784,968	218,414	1,055,902	107,262	63.1

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1980									
	POPULATION 12/31/80		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	128.2	46.4	769,102	557,047	144,534	69,028	17,178	112,512	14,880	54.1
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	188.2	68.9	1,369,753	918,265	197,607	119,029	46,464	194,972	23,306	52.2
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	155.7	54.4	1,045,320	742,693	163,236	75,479	30,616	179,835	21,865	53.6
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque.	186.4	68.4	1,276,856	878,829	179,999	91,344	39,303	221,569	29,583	59.8
WICHITA FALLS (Wichita) . . . **Over 50%:** Archer, Baylor, Wichita; **20 - 49%:** Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	219.3	81.5	1,623,284	1,010,208	219,510	107,642	46,129	239,638	25,881	59.5
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	231.4	62.3	1,224,164	684,640	138,456	111,838	44,306	136,982	20,627	48.1
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Iron, Juab, Millard, Sanpete, Sevier, Summit, Tooele, Utah, Wasatch, Wayne.	1,332.1	412.9	8,495,772	4,923,373	962,389	787,260	330,047	994,496	116,839	54.6
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	203.2	68.7	1,382,324	768,234	171,873	95,103	34,356	93,403	17,654	59.3
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	143.6	51.1	915,071	587,945	146,765	62,900	24,555	88,184	21,729	54.1
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.2	40.3	722,302	405,664	120,804	44,931	14,622	80,018	12,988	59.8
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline, Westmoreland.	136.2	44.7	857,619	455,650	126,388	46,680	15,248	71,529	15,042	58.6
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	105.2	35.6	586,188	366,389	103,560	31,528	16,971	52,795	12,424	66.8
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	196.2	67.4	1,175,311	763,752	213,363	82,363	31,145	145,106	33,055	57.9
NEWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%:** James City, Newport News, York; **20 - 49%:** Gloucester, Isle of Wight, Mathews, Middlesex, Surry.	411.0	141.9	2,645,603	1,741,137	384,240	232,753	117,422	294,110	43,899	67.8

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
VA (cont.)										
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **Over 50%:** Norfolk, Virginia Beach; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton, Suffolk.	899.0	300.4	6,130,397	3,615,965	849,699	437,583	165,781	739,234	95,893	71.1
RICHMOND (Henrico) . . . **Over 50%:** Chesterfield, Goochland, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Surry, Sussex.	983.2	348.7	7,348,878	4,396,087	1,018,200	587,164	190,233	786,549	165,155	65.8
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Wythe.	532.4	189.5	3,351,091	2,236,060	558,200	260,081	89,667	398,067	72,582	55.0
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	150.3	54.3	1,390,037	545,883	148,537	56,933	21,520	83,808	42,399	63.4
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	84.3	31.6	643,017	329,016	74,904	52,430	12,456	62,865	12,832	71.6
OLYMPIA (Thurston) . . . **Over 50%:** Thurston; **20 - 49%:** Mason.	160.2	60.7	1,497,213	606,274	167,929	53,977	36,123	93,766	24,724	47.4
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton, Franklin; **20 - 49%:** Adams.	162.5	57.8	1,411,506	876,612	207,496	104,608	33,299	132,489	56,661	61.4
SEATTLE-EVERETT (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Clallam, Island, Jefferson, San Juan, Skagit.	1,809.7	703.3	16,613,897	9,410,469	1,988,456	1,132,310	467,654	1,494,389	361,138	68.6
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Pend Oreille, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Stevens, Whitman.	576.4	212.5	4,327,533	2,216,786	516,232	245,301	107,989	388,302	83,889	58.5
TACOMA (Pierce) . . . **Over 50%:** Pierce.	493.4	179.1	4,144,349	1,889,582	390,429	276,542	91,529	350,485	64,734	55.7
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	148.1	55.6	1,219,581	605,426	171,754	44,098	19,441	92,538	35,619	48.4
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	175.0	62.7	1,167,168	719,343	160,573	89,204	32,434	135,660	27,085	58.0
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Monroe, Summers, Wyoming.	212.4	72.8	1,112,776	800,201	215,741	93,663	37,458	169,247	26,537	41.2
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	132.5	46.6	885,792	620,807	182,340	55,694	24,535	142,766	14,899	48.9
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	466.7	168.3	3,385,236	2,017,360	478,322	272,936	74,025	473,465	66,862	58.5
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge, Gilmer, Lewis.	113.0	41.1	644,163	397,327	104,053	34,814	19,982	100,731	13,274	56.8
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%:** KY.: Boyd, Greenup; W.VA.: Cabell; **20 - 49%:** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	353.1	125.7	2,287,905	1,367,898	355,417	183,772	75,701	218,957	49,712	52.7
PARKERSBURG-MARIETTA (Wood; OHIO: Washingron) . . . **Over 50%:** W.VA.: Wood; **20 - 49%:** W.VA.: Calhoun, Pleasants, Ritchie, Wirt; **Under 20%:** OHIO: Washington.	192.5	68.9	1,394,587	841,751	203,060	140,502	31,283	156,067	24,671	50.8
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Tyler, Wetzel.	250.3	90.6	1,799,119	978,583	244,788	127,177	51,431	177,876	32,803	47.8
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	373.3	130.4	2,769,662	1,427,037	305,949	175,377	63,562	240,513	41,100	59.9
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%:** MINN.: Carlton, Lake, St. Louis; **20 - 49%:** MINN.: Cook, Itasca; WIS.: Douglas.	358.1	131.2	2,610,394	1,449,873	309,817	184,083	52,613	214,121	36,505	50.6
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin.	188.6	64.6	1,194,227	734,508	118,084	114,732	27,437	115,580	24,817	43.5

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WI (cont.)										
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Door, Kewaunee, Oconto.	251.0	87.7	1,823,634	999,281	207,700	158,154	50,523	150,449	24,499	61.5
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.3	75.3	1,638,091	871,096	204,194	123,388	30,016	114,229	25,621	38.0
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	123.5	43.7	1,202,440	379,686	93,747	51,326	14,473	38,862	8,990	71.2
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	172.8	61.1	1,123,195	649,179	124,311	73,822	30,962	87,034	19,580	50.9
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	572.4	210.3	4,623,225	2,541,172	461,829	238,548	130,348	369,126	63,418	46.6
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Waukesha; **20 - 49%:** Oneida, Price, Washington.	1,447.1	525.3	12,602,353	6,560,150	1,465,774	912,837	335,696	966,794	221,367	81.3
RACINE (Racine) . . . **Over 50%:** Racine.	173.5	60.3	1,383,217	634,740	160,712	74,069	31,624	88,215	20,331	63.3
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.7	36.1	779,793	377,064	96,694	66,794	10,435	52,562	13,728	74.3
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	139.1	48.1	1,015,137	490,244	118,412	61,239	20,937	72,712	10,410	57.6
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Weston.	111.1	40.1	1,076,466	737,264	143,657	46,624	45,432	163,884	20,518	53.9

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Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
19th Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1980											
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
ALABAMA											
ANNISTON	117.8	40.2	20.5	661,963	437,076	123,730	55,023	18,471	72,481	13,917	.0422
BIRMINGHAM	1,335.8	476.7	323.8	8,857,211	5,160,116	1,266,553	635,303	236,277	955,625	179,145	.5215
DOTHAN	215.2	74.2	45.7	1,274,277	736,767	192,267	99,183	34,072	139,308	18,490	.0773
HUNTSVILLE-DECATUR-FLORENCE	677.4	238.0	82.1	4,442,315	2,396,880	594,759	285,834	105,421	467,220	69,206	.2559
MOBILE-PENSACOLA	1,120.2	381.1	256.2	7,126,099	4,165,693	1,020,467	653,859	172,821	718,091	141,956	.4236
MONTGOMERY	481.5	164.3	182.8	2,963,086	1,649,885	409,405	228,047	61,246	264,260	47,312	.1750
SELMA	78.8	25.9	42.8	354,228	263,861	79,367	26,416	13,595	41,050	8,231	.0250
TUSCALOOSA	139.3	48.0	37.8	993,956	514,485	111,643	80,933	21,392	77,109	15,570	.0556
ARIZONA											
PHOENIX	2,007.2	717.8	56.5	14,628,590	7,925,463	1,930,258	909,150	536,073	1,472,205	273,973	.8251
TUCSON	691.4	250.8	19.7	4,950,290	2,570,818	626,898	330,788	150,987	500,985	99,467	.2767
ARKANSAS											
FT. SMITH	332.3	120.4	9.0	2,113,095	1,480,378	307,083	219,233	60,224	314,882	40,354	.1331
JONESBORO	179.5	66.0	3.3	1,025,599	690,113	158,076	80,792	26,443	161,593	19,967	.0655
LITTLE ROCK	1,219.4	439.1	213.0	7,890,303	4,632,225	1,010,877	619,699	167,129	1,046,523	164,050	.4684

(continued on page 161)

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.3 Callahan 3.8 Coke 1.2 Coleman 3.8 Concho 1.0 Eastland 7.0 Fisher 2.0 Haskell 2.7 Jones 5.7 King 0.2 McCulloch 3.0 Menard 0.8 Mitchell 3.0 Nolan 5.8 Runnels 4.0 Scurry 5.8 Shackelford 1.3 Stonewall 0.9 Sutton 1.5 Taylor 35.2 Tot. Hslds.: 111,700.

ALBANY, GA.— Atkinson 1.8 Baker 1.1 Ben Hill 5.3 Berrien 4.3 Coffee 8.3 Colquitt 11.4 Cook 4.2 Dougherty 31.1 Irwin 2.8 Lanier 1.7 Lee 3.5 Mitchell 6.0 Tift 10.1 Turner 2.8 Worth 5.4 Tot. Hslds.: 109,100.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.4 N.Y.: Albany 23.3 Columbia 4.7 Fulton 4.4 Greene 3.3 Hamilton 0.4 Montgomery 4.3 Rensselaer 11.5 Saratoga 11.5 Schenectady 12.2 Schoharie 2.1 Warren 4.3 Washington 3.9 VT.: Bennington 2.6 Tot. Hslds.: 462,600.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.1 COLO.: Archuleta 0.4 Conejos 0.7 Costilla 0.3 Dolores 0.2 La Plata 2.9 Montezuma 1.7 Rio Grande 1.0 Saguache 0.4 N.M.: Bernalillo 45.5 Colfax 1.5 Grant 2.6 Guadalupe 0.4 Harding 0.1 Lincoln 1.3 Los Alamos 1.9 McKinley 4.4 Mora 0.4 Otero 4.3 Rio Arriba 2.7 Sandoval 3.2 San Miguel 2.2 Santa Fe 7.9 Sierra 1.1 Socorro 1.2 Taos 1.9 Torrance 0.8 Valencia 5.8 Tot. Hslds.: 343,400.

ALEXANDRIA, LA.— Avoyelles 16.9 Grant 7.2 Rapides 56.1 Vernon 19.8 Tot. Hslds.: 81,500.

ALEXANDRIA, MINN.— Beltrami 12.8 Big Stone 3.6 Cass 9.5 Crow Wing 19.4 Douglas 12.8 Grant 3.4 Hubbard 6.5 Lac qui Parle 4.9 Pope 5.4 Stevens 4.9 Todd 10.8 Wadena 6.1 Tot. Hslds.: 80,300.

ALPENA, MICH.— Alcona 25.0 Alpena 75.0 Tot. Hslds.: 15,200.

AMARILLO, TEX.— KANS.: Morton 0.7 N.M.: Curry 8.5 Quay 2.3 Union 1.0 OKLA.: Cimarron 0.8 Harmon 1.0 Roger Mills 1.0 Texas 3.7 TEX.: Armstrong 0.5 Briscoe 0.6 Carson 1.4 Castro 1.8 Childress 1.6 Collingsworth 1.0 Cottle 0.7 Dallam 1.4 Deaf Smith 3.8 Donley 0.9 Gray 5.9 Hall 1.3 Hansford 1.3 Hartley 0.8 Hemphill 1.1 Hutchinson 5.8 Lipscomb 0.8 Moore 3.3 Ochiltree 2.0 Oldham 0.4 Parmer 2.0 Potter 22.1 Randall 16.0 Roberts 0.2 Sherman 0.6 Swisher 1.9 Wheeler 1.6 Tot. Hslds.: 173,500.

ANNISTON, ALA.— Calhoun 100.0 Tot. Hslds.: 40,200.

ARDMORE-ADA, OKLA.— Atoka 6.3 Bryan 17.0 Carter 23.8 Choctaw 9.2 Coal 3.3 Johnston 5.6 Love 4.2 Marshall 6.2 Pontotoc 17.9 Pushmataha 6.5 Tot. Hslds.: 69,400.

ATLANTA, GA.— ALA.: Cleburne 0.4 GA.: Baldwin 1.0 Banks 0.3 Barrow 0.7 Bartow 1.3 Butts 0.4 Carroll 1.8 Chattooga 0.7 Cherokee 1.6 Clarke 2.6 Clayton 4.9 Cobb 10.4 Coweta 1.3 Dawson 0.2 De Kalb 16.7 Douglas 1.7 Fayette 0.9 Floyd 2.7 Forsyth 0.9 Fulton 21.4 Gilmer 0.4 Gordon 1.0 Greene 0.4 Gwinnett 5.5 Habersham 0.8 Hall 2.5 Haralson 0.6 Heard 0.2 Henry 1.1 Jackson 0.8 Jasper 0.2 Lamar 0.4 Lumpkin 0.3 Meriwether 0.7 Monroe 0.5 Morgan 0.3 Newton 1.1 Oconee 0.4 Oglethorpe 0.3 Paulding 0.9 Pickens 0.4 Pike 0.3 Polk 1.1 Putnam 0.3 Rabun 0.4 Rockdale 1.1 Spalding 1.5 Towns 0.2 Troup 1.7 Union 0.3 Upson 0.9 Walton 1.0 White 0.3 N.C.: Clay 0.2 Tot. Hslds.: 1,065,300.

AUGUSTA, GA.— Burke 3.4 Columbia 7.3 Emanuel 1.8 Glascock 0.4 Jefferson 3.3 Jenkins 1.6 Lincoln 1.2 McDuffie 3.4 Richmond 32.8 Taliaferro 0.4 Warren 1.1 Washington 3.3 Wilkes 2.1 S.C.: Aiken 20.1 Allendale 1.9 Bamberg 3.1 Barnwell 3.6 Edgefield 3.1 McCormick 1.3 Saluda 2.9 Tot. Hslds.: 185,900.

AUSTIN, TEX.— Bastrop 4.0 Burnet 3.2 Caldwell 3.3 Lee 1.7 Llano 2.0 Mason 0.7 Travis 73.4 Williamson 11.6 Tot. Hslds.: 224,300.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0 Tot. Hslds.: 120,500.

BALTIMORE, MD.— Anne Arundel 14.5 Baltimore 28.2 Baltimore city 32.7 Caroline 1.0 Carroll 3.7 Cecil 2.3 Dorchester 1.3 Harford 5.6 Howard 4.9 Kent 0.7 Queen Anne's 1.1 Talbot 1.2 PA.: Adams 2.7 Tot. Hslds.: 856,400.

BANGOR, MAINE— Hancock 13.2 Knox 10.4 Penobscot 39.1 Piscataquis 5.4 Somerset 13.0 Waldo 8.4 Washington 10.5 Tot. Hslds.: 119,600.

BATON ROUGE, LA.— Ascension 6.8 Assumption 2.8 East Baton Rouge 54.2 East Feliciana 2.2 Iberville 4.1 Livingston 8.1 Pointe Coupee 3.3 St. Helena 1.3 St. Mary 8.7 West Baton Rouge 2.5 West Feliciana 1.0 MISS.: Amite 1.9 Walthall 1.9 Wilkinson 1.4 Tot. Hslds.: 236,900.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.9 Jasper 6.9 Jefferson 57.5 Newton 2.9 Orange 18.0 Sabine 2.1 Tyler 1.8 Tot. Hslds.: 159,200.

BEND, ORE.— Deschutes 100.0 Tot. Hslds.: 24,300.

BILLINGS-HARDIN, MONT.— Big Horn 4.3 Carbon 4.2 Garfield 0.8 Golden Valley 0.5 Musselshell 2.5 Park 6.6 Petroleum 0.3 Rosebud 4.3 Stillwater 2.8 Sweet Grass 1.7 Treasure 0.5 Wheatland 1.2 Yellowstone 54.3 WYO.: Big Horn 5.5 Park 10.4 Tot. Hslds.: 76,000.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.5 Stone 5.5 Tot. Hslds.: 56,500.

BINGHAMTON, N.Y.— Broome 51.7 Chenango 11.4 Delaware 11.1 Tioga 11.2 PA.: Bradford 14.6 Tot. Hslds.: 149,800.

BIRMINGHAM, ALA.— Bibb 1.1 Blount 2.7 Cherokee 1.4 Chilton 2.3 Clay 1.0 Coosa 0.8 Cullman 4.7 Etowah 7.8 Fayette 1.4 Greene 0.7 Hale 1.0 Jefferson 51.9 Marion 2.3 Perry 1.0 St. Clair 3.0 Shelby 4.8 Talladega 5.1 Walker 5.1 Winston 1.7 Tot. Hslds.: 476,700.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.4 Tazewell 12.0 W.VA.: Fayette 13.9 Greenbrier 9.5 McDowell 11.1 Mercer 18.5 Monroe 3.1 Pocahontas 2.5 Raleigh 21.2 Summers 3.7 Webster 3.0 Tot. Hslds.: 145,600.

BOISE, IDA.— Ada 47.1 Adams 0.9 Boise 0.9 Camas 0.2 Canyon 21.0 Elmore 5.0 Gem 3.1 Gooding 3.1 Owyhee 1.9 Payette 4.1 Valley 1.5 Washington 2.3 ORE.: Grant 2.2 Malheur 6.8 Tot. Hslds.: 139,600.

BOSTON, MASS.— Barnstable 3.2 Essex 12.3 Middlesex 25.5 Nantucket 0.1 Norfolk 11.2 Plymouth 7.2 Suffolk 13.4 Worcester 12.1 N.H.: Cheshire 1.2 Hillsborough 5.2 Merrimack 1.9 Rockingham 3.6 Strafford 1.6 Sullivan 0.7 VT.: Windham 0.8 Tot. Hslds.: 1,883,000.

BOWLING GREEN, KY.— Adair 13.6 Green 9.9 Hart 13.6 Warren 63.0 Tot. Hslds.: 40,500.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.6 N.C.: Ashe 2.9 Watauga 3.9 Yancey 1.9 TENN.: Carter 6.4 Greene 6.9 Hawkins 5.5 Johnson 1.7 Sullivan 18.7 Unicoi 2.1 Washington 11.2 VA.: Bristol 2.6 Buchanan 4.3 Dickenson 2.3 Lee 3.2 Norton 0.6 Russell 3.9 Scott 3.1 Smyth 4.1 Washington 5.7 Wise 5.3 Tot. Hslds.: 283,800.

BUFFALO, N.Y.— Allegany 2.7 Cattaraugus 4.8 Chautauqua 8.6 Erie 59.3 Genesee 3.3 Niagara 13.1 Orleans 2.1 Wyoming 2.1 PA.: McKean 3.0 Potter 1.0 Tot. Hslds.: 617,800.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.2 Essex 6.3 Franklin 7.4 VT.: Addison 4.6 Caledonia 4.5 Chittenden 19.0 Franklin 5.7 Grand Isle 0.8 Lamoille 2.9 Orange 3.9 Orleans 4.0 Rutland 10.1 Washington 9.1 Windsor 9.4 Tot. Hslds.: 207,700.

CASPER-RIVERTON, WYO.— Converse 9.3 Fremont 26.3 Johnson 4.8 Natrona 50.9 Niobrara 2.3 Washakie 6.5 Tot. Hslds.: 52,500.

CEDAR RAPIDS-WATERLOO, IOWA— Allamakee 1.7 Benton 2.8 Black Hawk 15.7 Bremer 2.7 Buchanan 2.5 Butler 2.0 Cedar 2.2 Chickasaw 1.7 Clayton 2.4 Delaware 2.0 Dubuque 9.8 Fayette 2.9 Grundy 1.7 Iowa 1.8 Johnson 9.9 Jones 2.2 Keokuk 1.6 Linn 20.1 Tama 2.3 Washington 2.3 Winneshiek 2.3 WISC.: Crawford 1.9 Grant 5.4 Tot. Hslds.: 312,800.

CHARLESTON, S.C.— Berkeley 16.9 Charleston 52.2 Colleton 5.9 Dorchester 10.8 Georgetown 7.7 Williamsburg 6.5 Tot. Hslds.: 177,500.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9 Carter 1.6 Elliott 0.4 Floyd 3.2 Greenup 2.5 Johnson 1.6 Knott 1.1 Lawrence 0.9 Magoffin 0.8 Martin 0.8 Morgan 0.8 Pike 5.2 OHIO: Athens 3.6 Gallia 2.0 Jackson 2.1 Lawrence 4.3 Meigs 1.7 Pike 1.5 Scioto 5.8 Vinton 0.8 Washington 4.4 W.VA.: Boone 2.0 Braxton 1.0 Cabell 7.8 Calhoun 0.6 Clay 0.7 Jackson 1.2 Kanawha 16.9 Lincoln 1.5 Logan 3.2 Mason 1.9 Mingo 2.3 Nicholas 1.9 Putnam 2.6 Roane 1.1 Wayne 3.1 Wirt 0.3 Wyoming 2.1 Tot. Hslds.: 518,500.

CHARLOTTE, N.C.— Alexander 1.5 Anson 1.4 Avery 0.8 Burke 4.1 Cabarrus 5.2 Caldwell 4.0 Catawba 6.4 Cleveland 4.8 Gaston 9.5 Iredell 5.0 Lincoln 2.5 Mecklenburg 25.1 Mitchell 0.9 Richmond 2.7 Rowan 6.1 Stanly 3.0 Union 3.9 S.C.: Chester 1.7 Chesterfield 2.2 Lancaster 3.0 York 6.0 Tot. Hslds.: 599,200.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6 GA.: Catoosa 4.7 Dade 1.5 Fannin 2.0 Murray 2.5 Walker 7.2 Whitfield 8.3 N.C.: Cherokee 2.5 TENN.: Bledsoe 1.1 Bradley 8.6 Grundy 1.7 Hamilton 38.0 McMinn 5.4 Marion 3.1 Meigs 0.9 Polk 1.7 Rhea 3.1 Sequatchie 1.1 Tot. Hslds.: 276,500.

CHEYENNE, WYO.— COLO.: Sedgwick 2.6 NEB.: Deuel 2.0 Morrill 4.7 Scotts Bluff 28.7 WYO.: Goshen 9.2 Laramie 52.7 Tot. Hslds.: 49,100.

CHICAGO, ILL.— Cook 63.4 De Kalb 0.8 Du Page 7.7 Grundy 0.4 Iroquois 0.4 Kane 3.2 Kankakee 1.2 Kendall 0.4 Lake 4.8 La Salle 1.4 Livingston 0.5 McHenry 1.7 Will 3.6 IND.: Jasper 0.3 Lake 5.9 La Porte 1.3 Newton 0.2 Porter 1.4 WISC.: Kenosha 1.5 Tot. Hslds.: 2,976,900.

CHICO-REDDING, CALIF.— Butte 44.9 Glenn 6.0 Shasta 34.1 Tehama 11.4 Trinity 3.6 Tot. Hslds.: 131,200.

CINCINNATI, OHIO— IND.: Dearborn 1.7 Fayette 1.4 Franklin 0.9 Ohio 0.3 Ripley 1.2 Switzerland 0.4 Union 0.3 KY.: Boone 2.2 Bracken 0.4 Campbell 4.1 Carroll 0.5 Gallatin 0.2 Grant 0.6 Kenton 7.0 Lewis 0.7 Mason 0.9 Owen 0.5 Pendleton 0.5 Robertson 0.1 OHIO: Adams 1.2 Brown 1.6 Butler 12.8 Clermont 6.2 Clinton 1.8 Hamilton 46.2 Highland 1.7 Warren 4.6 Tot. Hslds.: 701,500.

CLARKSBURG-WESTON, W.VA.— Barbour 7.7 Doddridge 3.5 Gilmer 3.9 Harrison 38.3 Lewis 9.1 Randolph 13.2 Ritchie 5.6 Taylor 7.9 Upshur 10.9 Tot. Hslds.: 75,100.

CLEVELAND, OHIO— Ashland 1.1 Ashtabula 2.6 Crawford 1.3 Cuyahoga 40.3 Erie 2.0 Geauga 1.7 Holmes 0.6 Huron 1.4 Lake 5.2 Lorain 6.6 Medina 2.7 Portage 3.2 Richland 3.4 Stark 9.7 Summit 13.6 Tuscarawas 2.2 Wayne 2.3 Tot. Hslds.: 1,400,300.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 1.0 Bent 1.1 Cheyenne 0.4 Crowley 0.6 Custer 0.3 El Paso 56.3 Fremont 5.2 Hinsdale 0.1 Huerfano 1.2 Kiowa 0.4 Las Animas 2.7 Lincoln 0.9 Mineral 0.2 Otero 4.1 Prowers 2.4 Pueblo 23.2 Tot. Hslds.: 197,200.

COLUMBIA, S.C.— Calhoun 1.7 Clarendon 3.6 Fairfield 2.7 Kershaw 5.6 Lee 2.4 Lexington 20.6 Newberry 4.6 Orangeburg 10.9 Richland 36.5 Sumter 11.6 Tot. Hslds.: 240,200.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 8.0 Boone 29.5 Callaway 8.9 Chariton 3.3 Cole 16.4 Cooper 4.4 Howard 3.0 Maries 2.3 Miller 5.6 Moniteau 3.5 Morgan 4.4 Osage 3.2 Randolph 7.6 Tot. Hslds.: 124,100.

COLUMBUS, GA.— ALA.: Barbour 4.6 Chambers 7.5 Lee 15.1 Randolph 3.9 Russell 9.0 GA.: Calhoun 1.0 Chattahoochee 1.7 Clay 0.7 Crisp 3.6 Harris 2.9 Macon 2.4 Marion 0.9 Muscogee 32.4 Quitman 0.4 Randolph 1.7 Schley 0.6 Stewart 1.0 Sumter 5.2 Talbot 1.1 Taylor 1.5 Terrell 2.1 Webster 0.4 Tot. Hslds.: 183,700.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.3 Pickens 5.1 MISS.: Calhoun 4.0 Chickasaw 4.3 Choctaw 2.2 Clay 5.0 Itawamba 5.2 Lee 14.7 Lowndes 13.7 Monroe 8.9 Montgomery 3.3 Noxubee 2.9 Oktibbeha 8.1 Prentiss 6.1 Tishomingo 5.0 Webster 2.6 Winston 4.8 Tot. Hslds.: 138,700.

COLUMBUS, OHIO— Coshocton 2.3 Delaware 3.1 Fairfield 5.6 Fayette 1.7 Franklin 56.9 Hocking 1.5 Knox 2.8 Licking 7.5 Madison 1.9 Marion 4.2 Morgan 0.9 Morrow 1.6 Perry 1.9 Pickaway 2.5 Ross 3.9 Union 1.8 Tot. Hslds.: 576,700.

CORPUS CHRISTI, TEX.— Aransas 3.5 Bee 5.4 Brooks 1.7 Duval 2.5 Jim Hogg 1.0 Jim Wells 7.4 Kenedy 0.1 Kleberg 6.8 Nueces 57.7 Refugio 2.1 San Patricio 11.7 Tot. Hslds.: 153,600.

DALLAS-FT. WORTH, TEX.— Anderson 0.9 Bosque 0.4 Collin 3.6 Comanche 0.4 Cooke 0.8 Dallas 44.2 Delta 0.1 Denton 3.8 Ellis 1.5 Erath 0.7 Fannin 0.7 Franklin 0.2 Freestone 0.4 Grayson 2.6 Hamilton 0.3 Henderson 1.2 Hill 0.7 Hood 0.5 Hopkins 0.7 Hunt 1.5 Jack 0.2 Johnson 1.8 Kaufman 1.0 Lamar 1.2 Limestone 0.6 Navarro 1.0 Palo Pinto 0.7 Parker 1.2 Rains 0.1 Rockwall 0.4 Somervell 0.1 Stephens 0.3 Tarrant 23.7 Van Zandt 0.9 Wise 0.7 Wood 0.7 Tot. Hslds.: 1,340,300.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5 Carroll 2.2 Henderson 1.1 Henry 6.5 Jo Daviess 2.6 Knox 7.2 Lee 4.0 Mercer 2.1 Putnam 0.7 Rock Island 19.2 Warren 2.5 Whiteside 7.3 IOWA: Clinton 6.4 Des Moines 5.4 Henry 2.1 Jackson 2.4 Louisa 1.3 Muscatine 4.5 Scott 18.0 Tot. Hslds.: 321,600.

DAYTON, OHIO— IND.: Wayne 5.8 OHIO: Auglaize 3.1 Champaign 2.5 Clark 11.4 Darke 4.1 Greene 9.3 Logan 3.1 Mercer 2.6 Miami 6.9 Montgomery 45.3 Preble 2.8 Shelby 3.1 Tot. Hslds.: 472,100.

DENVER, COLO.— Adams 10.2 Alamosa 0.5 Arapahoe 13.0 Boulder 8.3 Chaffee 0.6 Clear Creek 0.3 Denver 24.7 Douglas 1.0 Eagle 0.6 Elbert 0.3 Garfield 1.0 Gilpin 0.1 Grand 0.3 Gunnison 0.5 Jackson 0.1 Jefferson 15.8 Kit Carson 0.3 Lake 0.3 Larimer 6.6 Logan 0.8 Moffat 0.6 Morgan 0.9 Park 0.2 Phillips 0.2 Pitkin 0.5 Rio Blanco 0.3 Routt 0.6 Summit 0.4 Teller 0.3 Washington 0.2 Weld 5.1 Yuma 0.4 NEB.: Box Butte 0.6 Cheyenne 0.5 Dawes 0.4 Keith 0.4 Kimball 0.2 WYO.: Albany 1.3 Carbon 0.9 Platte 0.5 Tot. Hslds.: 860,100.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.4, Carroll 2.2, Clarke 0.9, Dallas 3.0, Decatur 1.0, Franklin 1.4, Greene 1.3, Guthrie 1.3, Hamilton 1.9, Hardin 2.3, Humboldt 1.3, Jasper 3.8, Lucas 1.1, Madison 1.3, Mahaska 2.4, Marion 2.9, Marshall 4.3, Monroe 1.0, Pocahontas 1.2, Polk 32.5, Poweshiek 1.9, Ringgold 0.7, Story 6.7, Union 1.5, Wapello 4.3, Warren 3.3, Wayne 0.9, Webster 4.7, Wright 1.8. Tot. Hslds.: 359,000.

DETROIT, MICH.— Lapeer 1.3, Livingston 2.0, Macomb 14.1, Monroe 2.6, Oakland 21.8, St. Clair 2.9, Washtenaw 5.7, Wayne 49.5. Tot. Hslds.: 1,662,300.

DOTHAN, ALA.— Coffee 18.3, Dale 20.5, Geneva 11.7, Henry 7.3, Houston 36.3, GA.: Early 5.9. Tot. Hslds.: 74,200.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.4, MINN.: Aitkin 2.9, Carlton 5.9, Cook 0.9, Itasca 8.9, Koochiching 3.6, Lake 2.6, St. Louis 47.5, WISC.: Ashland 3.6, Bayfield 3.0, Douglas 9.6, Iron 1.6, Sawyer 2.7, Washburn 2.9. Tot. Hslds.: 173,900.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 51.8, CALIF.: Imperial 48.2. Tot. Hslds.: 59,700.

EL PASO, TEX.— N.M.: Dona Ana 17.1, Luna 3.1, TEX.: Culberson 0.5, El Paso 78.8, Hudspeth 0.4. Tot. Hslds.: 183,800.

ELMIRA, N.Y.— Chemung 41.3, Steuben 42.2, PA.: Tioga 16.5. Tot. Hslds.: 84,200.

ERIE, PA.— Crawford 21.5, Erie 67.0, Warren 11.5. Tot. Hslds.: 146,800.

EUGENE, ORE.— Coos 14.7, Douglas 20.7, Lane 64.5. Tot. Hslds.: 165,500.

EUREKA, CALIF.— Del Norte 12.5, Humboldt 75.1, ORE.: Curry 12.5. Tot. Hslds.: 56,200.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Wabash 2.2, Wayne 2.9, White 2.9, IND.: Dubois 4.8, Gibson 5.1, Perry 2.8, Pike 2.1, Posey 3.9, Spencer 2.7, Vanderburgh 26.9, Warrick 5.9, KY.: Daviess 12.8, Hancock 1.1, Henderson 6.2, Hopkins 7.0, McLean 1.5, Ohio 3.2, Union 2.3, Webster 2.3. Tot. Hslds.: 241,000.

FARGO, N.D.— MINN.: Becker 5.0, Clay 7.9, Clearwater 1.4, Kittson 1.2, Lake of the Woods 0.7, Mahnomen 0.9, Marshall 2.1, Norman 1.6, Otter Tail 9.0, Pennington 2.7, Polk 5.9, Red Lake 0.9, Roseau 2.1, Wilkin 1.4, N.D.: Barnes 2.5, Benson 1.2, Cass 16.0, Cavalier 1.3, Dickey 1.2, Eddy 0.7, Foster 0.8, Grand Forks 10.8, Griggs 0.7, La Moure 1.1, Nelson 1.0, Pembina 1.8, Ramsey 2.2, Ransom 1.1, Richland 3.1, Sargent 1.0, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.7, Walsh 2.5, Wells 1.2. Tot. Hslds.: 209,500.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 26,100.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.2, Bay 9.5, Clare 2.0, Genesee 35.7, Gladwin 1.7, Gratiot 3.1, Huron 3.0, Iosco 2.4, Isabella 3.8, Midland 5.7, Ogemaw 1.4, Saginaw 17.6, Sanilac 3.3, Shiawassee 5.4, Tuscola 4.3. Tot. Hslds.: 439,100.

FLORENCE, S.C.— N.C.: Scotland 10.8, S.C.: Darlington 20.9, Dillon 9.7, Florence 37.3, Marion 11.2, Marlboro 10.2. Tot. Hslds.: 98,200.

FT. MYERS-NAPLES, FLA.— Charlotte 17.5, Collier 23.0, Hendry 4.0, Lee 55.5. Tot. Hslds.: 155,700.

FT. SMITH, ARK.— Crawford 10.7, Franklin 4.4, Scott 3.0, Sebastian 30.2, Washington 30.5, OKLA.: Le Flore 12.3, Sequoyah 8.9. Tot. Hslds.: 120,400.

FT. WAYNE, IND.— Adams 4.5, Allen 48.5, De Kalb 5.3, Huntington 5.7, Jay 3.8, Noble 5.6, Steuben 4.1, Wabash 5.8, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.2, Van Wert 5.1. Tot. Hslds.: 218,800.

FRESNO, CALIF.— Fresno 50.7, Kings 6.6, Madera 6.0, Mariposa 1.2, Merced 12.6, Tulare 22.9. Tot. Hslds.: 362,100.

GAINESVILLE, FLA.— Alachua 82.2, Dixie 3.9, Gilchrist 3.0, Levy 10.9. Tot. Hslds.: 69,100.

GRAND JUNCTION, COLO.— Delta 16.3, Mesa 61.6, Montrose 17.5, Ouray 1.4, San Juan 0.6, San Miguel 2.6. Tot. Hslds.: 49,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.8, Branch 2.5, Calhoun 9.2, Ionia 2.9, Kalamazoo 13.7, Kent 28.3, Mecosta 2.0, Montcalm 3.0, Muskegon 9.8, Newaygo 2.2, Oceana 1.4, Ottawa 9.2, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 561,100.

GREAT FALLS, MONT.— Blaine 3.5, Broadwater 1.8, Cascade 45.5, Chouteau 3.4, Fergus 7.4, Glacier 5.4, Hill 9.8, Judith Basin 1.5, Liberty 1.4, Meagher 1.2, Phillips 2.9, Pondera 3.7, Teton 3.7, Toole 3.2, Valley 5.7. Tot. Hslds.: 65,300.

GREEN BAY, WISC.— MICH.: Alger 1.0, Delta 4.0, Dickinson 2.8, Menominee 2.7, Schoolcraft 0.9, WISC.: Brown 17.8, Calumet 2.9, Door 2.8, Fond du Lac 8.8, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.4, Marinette 4.2, Menominee 0.2, Oconto 3.0, Outagamie 12.7, Shawano 3.7, Waupaca 4.4, Waushara 2.1, Winnebago 13.8. Tot. Hslds.: 344,500.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.1, Alleghany 0.8, Caswell 1.5, Davidson 9.1, Davie 2.0, Forsyth 20.0, Guilford 26.0, Montgomery 1.8, Randolph 7.5, Rockingham 6.7, Stokes 2.6, Surry 4.8, Wilkes 4.7, Yadkin 2.3, VA.: Patrick 1.4. Tot. Hslds.: 447,600.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.2, Bertie 3.5, Carteret 7.7, Craven 11.9, Duplin 7.0, Edgecombe 9.2, Greene 2.6, Hyde 1.0, Jones 1.6, Lenoir 10.4, Martin 4.3, Onslow 15.3, Pamlico 1.8, Pitt 14.0, Washington 2.4. Tot. Hslds.: 202,200.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.2, Madison 1.2, Stephens 1.4, N.C.: Buncombe 11.2, Graham 0.5, Haywood 3.2, Henderson 4.2, Jackson 1.6, McDowell 2.3, Macon 1.4, Madison 1.1, Polk 0.9, Rutherford 3.6, Swain 0.7, Transylvania 1.5, S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.5, Greenville 19.0, Greenwood 3.8, Laurens 3.1, Oconee 3.3, Pickens 4.9, Spartanburg 13.0, Union 2.0. Tot. Hslds.: 546,900.

GREENWOOD-GREENVILLE, MISS.— Bolivar 19.9, Carroll 4.8, Leflore 19.2, Sunflower 14.2, Tallahatchie 7.8, Washington 34.0. Tot. Hslds.: 68,200.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Cumberland 14.1, Dauphin 19.7, Juniata 1.5, Lancaster 27.9, Lebanon 8.6, Perry 2.8, York 25.3. Tot. Hslds.: 452,000.

HARRISONBURG, VA.— Harrisonburg 13.3, Rockingham 42.4, Shenandoah 22.4, W.VA.: Grant 7.8, Hardy 7.8, Pendleton 6.3. Tot. Hslds.: 46,000.

HARTFORD-NEW HAVEN, CONN.— Hartford 37.0, Litchfield 7.2, Middlesex 5.9, New Haven 34.8, New London 10.5, Tolland 4.7. Tot. Hslds.: 790,200.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 16,600.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.5, Calhoun 0.5, Chambers 0.5, Colorado 0.6, Fayette 0.6, Fort Bend 3.4, Galveston 5.7, Grimes 0.4, Harris 72.3, Jackson 0.4, Liberty 1.3, Matagorda 1.1, Montgomery 3.5, Polk 0.7, San Jacinto 0.3, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,244,000.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2, De Kalb 8.3, Franklin 4.4, Lauderdale 12.1, Lawrence 4.2, Limestone 6.6, Madison 28.7, Marshall 10.1, Morgan 13.4, TENN.: Lincoln 4.1. Tot. Hslds.: 238,000.

IDAHO FALLS-POCATELLO, IDA.— Bannock 25.1, Bingham 12.1, Bonneville 23.9, Butte 1.2, Cassia 6.7, Clark 0.3, Custer 1.4, Fremont 3.7, Jefferson 5.0, Madison 5.7, Minidoka 7.0, Power 2.5, Teton 1.0, WYO.: Lincoln 4.4. Tot. Hslds.: 91,900.

INDIANAPOLIS, IND.— Bartholomew 2.9, Benton 0.5, Blackford 0.7, Boone 1.6, Brown 0.6, Carroll 0.9, Cass 1.9, Clinton 1.4, Decatur 1.0, Delaware 5.7, Fountain 0.9, Grant 3.5, Hamilton 3.6, Hancock 1.9, Hendricks 2.9, Henry 2.4, Howard 4.0, Johnson 1.3, Madison 6.3, Marion 36.1, Miami 1.7, Monroe 4.3, Montgomery 1.6, Morgan 2.2, Owen 0.7, Putnam 1.2, Randolph 1.4, Rush 0.8, Shelby 1.8, Tipton 0.8, Warren 0.4, White 1.1. Tot. Hslds.: 797,100.

JACKSON, MISS.— Adams 4.8, Attala 2.6, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 32.6, Holmes 2.6, Humphreys 1.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.4, Lincoln 3.8, Madison 4.9, Neshoba 3.0, Pike 4.6, Rankin 8.4, Scott 3.0, Sharkey 0.9, Simpson 2.9, Smith 1.9, Warren 6.6, Yazoo 3.3. Tot. Hslds.: 269,900.

JACKSON, TENN.— Hardin 18.9, Henderson 18.2, Madison 62.9. Tot. Hslds.: 43,400.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 6.2, Columbia 3.5, Duval 58.4, Nassau 3.1, Putnam 5.2, St. Johns 5.3, Suwannee 2.2, Union 0.6, GA.: Brantley 0.8, Camden 1.2, Charlton 0.6, Clinch 0.6, Glynn 5.6, Ware 3.6. Tot. Hslds.: 363,800.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.9, Blair 17.7, Cambria 22.9, Cameron 0.9, Centre 13.2, Clearfield 10.6, Elk 4.7, Forest 0.7, Fulton 1.6, Huntingdon 5.2, Mifflin 6.1, Somerset 10.4. Tot. Hslds.: 279,200.

JONESBORO, ARK.— Clay 12.1, Craighead 34.5, Greene 17.4, Lawrence 10.6, Randolph 9.4, Sharp 8.9, MO.: Ripley 7.1. Tot. Hslds.: 66,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 17.6, KANS.: Allen 3.6, Bourbon 3.8, Cherokee 5.1, Crawford 9.1, Labette 5.8, Neosho 4.3, Wilson 2.8, Woodson 1.1, MO.: Barton 2.7, Jasper 20.1, McDonald 3.3, Newton 9.0, Vernon 4.5, OKLA.: Ottawa 7.3. Tot. Hslds.: 169,400.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.5, Franklin 1.2, Jefferson 0.8, Johnson 14.4, Leavenworth 2.5, Linn 0.5, Miami 1.1, Wyandotte 9.1, MO.: Andrew 0.7, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.6, Clay 7.3, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Harrison 0.6, Henry 1.1, Jackson 35.0, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Pettis 2.0, Platte 2.4, Ray 1.1, St. Clair 0.5, Saline 1.4. Tot. Hslds.: 696,200.

KNOXVILLE, TENN.— KY.: Bell 3.0, Harlan 3.6, Knox 2.6, Leslie 1.2, McCreary 1.3, Wayne 1.5, Whitley 3.0, TENN.: Anderson 6.4, Blount 7.4, Campbell 3.2, Claiborne 2.2, Cocke 2.7, Cumberland 2.6, Fentress 1.1, Grainger 1.5, Hamblen 4.5, Hancock 0.6, Jefferson 2.8, Knox 30.9, Loudon 2.7, Monroe 2.5, Morgan 1.4, Roane 4.5, Scott 1.6, Sevier 3.9, Union 1.1. Tot. Hslds.: 390,400.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.4, Winona 10.1, WISC.: Buffalo 3.3, Chippewa 11.3, Eau Claire 17.9, Jackson 4.0, Juneau 5.0, La Crosse 20.9, Monroe 7.7, Rusk 3.5, Trempealeau 6.0, Vernon 6.0. Tot. Hslds.: 156,300.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 41,400.

LAFAYETTE, LA.— Acadia 10.4, Allen 4.2, Evangeline 6.5, Iberia 11.5, Jefferson Davis 6.0, Lafayette 29.6, St. Landry 15.4, St. Martin 7.1, Vermilion 9.3. Tot. Hslds.: 176,700.

LAKE CHARLES, LA.— Beauregard 13.9, Calcasieu 81.7, Cameron 4.4. Tot. Hslds.: 70,600.

LANSING, MICH.— Clinton 8.5, Eaton 14.6, Hillsdale 6.9, Ingham 45.6, Jackson 24.4. Tot. Hslds.: 212,300.

LAREDO, TEX.— Webb 92.7, Zapata 7.3. Tot. Hslds.: 28,700.

LAS VEGAS, NEV.— Clark 97.4, Lincoln 0.7, Nye 1.9. Tot. Hslds.: 186,000.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.3, Jasper 6.9, Jones 26.5, Lamar 9.8, Marion 10.5, Perry 3.[illegible], Wayne 7.6. Tot. Hslds.: 82,600.

LEXINGTON, KY.— Anderson 1.6, Bath 1.3, Bourbon 2.4, Boyle 3.2, Breathitt 1.9, Casey 1.9, Clark 3.6, Clay 2.5, Estill 1.8, Fayette 27.3, Fleming 1.6, Garrard 1.4, Harrison 1.9, Jackson 1.4, Jessamine 3.1, Laurel 4.7, Lee 1.0, Lincoln 2.3, Madison 6.1, Menifee 0.6, Mercer 2.4, Montgomery 2.5, Nicholas 0.9, Owsley 0.7, Perry 3.8, Powell 1.3, Pulaski 5.8, Rockcastle 1.7, Rowan 2.1, Russell 1.8, Scott 2.6, Wolfe 0.8, Woodford 2.1. Tot. Hslds.: 283,800.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 39,600.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.9, Jewell 0.8, Phillips 1.2, Republic 1.2, Smith 1.0, Washington 1.3, NEB.: Adams 4.8, Antelope 1.3, Boone 1.1, Brown 0.7, Buffalo 5.0, Chase 0.7, Clay 1.2, Custer 2.1, Dawson 3.3, Fillmore 1.2, Franklin 0.1, Frontier 0.6, Furnas 1.0, Gage 3.7, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.2, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 1.0, Jefferson 1.6, Kearney 1.0, Keya Paha 0.2, Lancaster 29.6, Loup 0.1, Merrick 1.3, Nance 0.7, Nuckolls 1.0, Pawnee 0.6, Perkins 0.6, Phelps 1.5, Platte 4.1, Polk 0.9, Rock 0.4, Saline 2.0, Sherman 0.6, Thayer 1.2, Valley 0.9, Webster 0.8, Wheeler 0.2, York 2.2. Tot. Hslds.: 248,300.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 1.9, Cleburne 1.5, Cleveland 0.6, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 3.6, Garland 6.5, Grant 1.0, Hot Spring 2.3, Independence 2.5, Izard 1.0, Jackson 1.8, Jefferson 7.1, Johnson 1.5, Lincoln 0.9, Logan 1.6, Lonoke 2.7, Monroe 1.1, Montgomery 0.7, Nevada 0.9, Ouachita 2.6, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.2, Prairie 0.8, Pulaski 28.9, Saline 4.1, Searcy 0.8, Stone 0.8, Van Buren 1.2, White 4.1, Woodruff 0.9, Yell 1.4. Tot. Hslds.: 439,100.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 65.9, Orange 17.0, Riverside (western portion) 4.5, San Bernardino 7.6, Ventura 4.3. Tot. Hslds.: 4,177,400.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.2, Harrison 1.8, Jackson 2.5, Jefferson 2.0, Jennings 1.4, Lawrence 3.0, Orange 1.3, Scott 1.3, Washington 1.5, KY.: Breckinridge 1.2, Bullitt 2.6, Franklin 3.1, Grayson 1.4, Hardin 4.9, Henry 0.9, Jefferson 48.8, Larue 0.8, Marion 1.1, Meade 1.4, Nelson 1.7, Oldham 1.6, Shelby 1.5, Spencer 0.4, Taylor 1.5, Trimble 0.4, Washington 0.7. Tot. Hslds.: 519,300.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX.— N.M.: De Baca 0.7, Roosevelt 4.0, TEX.: Bailey 1.9, Borden 0.2, Cochran 1.0, Crosby 2.0, Dawson 3.8, Dickens 1.0, Floyd 2.3, Gaines 3.0, Garza 1.3, Hale 8.8, Hockley 5.4, Kent 0.3, Lamb 4.5, Lubbock 51.9, Lynn 2.0, Motley 0.6, Terry 3.4, Yoakum 2.0. Tot. Hslds.: 143,500.

MACON, GA.— Bibb 37.3, Bleckley 2.5, Crawford 1.7, Dodge 4.2, Dooly 2.5, Hancock 1.9, Houston 18.2, Johnson 2.1, Jones 3.8, Laurens 8.8, Peach 4.4, Pulaski 2.2, Telfair 2.8, Treutlen 1.5, Twiggs 2.0, Wilcox 1.8, Wilkinson 2.4. Tot. Hslds.: 144,000.

MADISON, WISC.— Columbia 3.3, Dane 65.1, Green 5.8, Iowa 3.6, Lafayette 3.2, Marquette 2.4, Richland 3.3, Sauk 8.4. Tot. Hslds.: 190,000.

MANKATO, MINN.— IOWA: Emmet 13.0, MINN.: Blue Earth 48.5, Jackson 13.3, Martin 25.2. Tot. Hslds.: 37,700.

MARQUETTE, MICH.— Baraga 5.7, Houghton 25.0, Iron 10.5, Keweenaw 1.5, Marquette 47.8, Ontonagon 6.7, WISC.: Florence 2.9. Tot. Hslds.: 52,500.

MCALLEN-BROWNSVILLE, TEX.— Cameron 40.0, Hidalgo 52.1, Starr 4.7, Willacy 3.2. Tot. Hslds.: 151,200.

MEDFORD, ORE.— CALIF.: Modoc 2.8, Siskiyou 13.2, ORE.: Jackson 43.2, Josephine 19.4, Klamath 19.0, Lake 2.5. Tot. Hslds.: 117,100.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.9, Mississippi 3.5, Phillips 2.0, Poinsett 1.7, St. Francis 1.8, MISS.: Alcorn 2.1, Benton 0.5, Coahoma 2.1, De Soto 3.0, Grenada 1.3, Lafayette 1.7, Marshall 1.5, Panola 1.6, Pontotoc 1.3, Quitman 0.7, Tate 1.1, Tippah 1.1, Tunica 0.5, Union 1.4, Yalobusha 0.8, MO.: Pemiscot 1.6, TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.3, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.5, Shelby 48.1, Tipton 1.9. Tot. Hslds.: 569,900.

MERIDIAN, MISS.— ALA.: Choctaw 10.1, Sumter 9.8, MISS.: Clarke 10.9, Kemper 6.1, Lauderdale 50.3, Newton 12.9. Tot. Hslds.: 54,300.

MIAMI, FLA.— Broward 39.4, Dade 58.1, Monroe 2.5. Tot. Hslds.: 1,095,700.

MILES CITY-GLENDIVE, MONT.— Custer 44.2, Dawson 38.1, Fallon 11.5, Prairie 6.2. Tot. Hslds.: 11,300.

MILWAUKEE, WISC.— Dodge 3.7, Jefferson 3.4, Milwaukee 54.1, Ozaukee 3.3, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.1, Waukesha 13.5. Tot. Hslds.: 677,300.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.8, Benton 0.8, Brown 0.9, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Dakota 6.1, Goodhue 1.3, Hennepin 34.2, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.2, Le Sueur 0.8, Lyon 0.8, McLeod 1.0, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.9, Redwood 0.6, Renville 0.7, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 1.0, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.5, WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.4. Tot. Hslds.: 1,084,200.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.8, McCone 0.7, Richland 3.4, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.4, N.D.: Adams 1.0, Billings 0.3, Bottineau 2.5, Bowman 1.1, Burke 1.1, Burleigh 15.3, Divide 1.0, Dunn 1.2, Emmons 1.5, Golden Valley 0.7, Grant 1.1, Hettinger 1.1, Kidder 1.1, Logan 0.9, McHenry 2.1, McIntosh 1.4, McKenzie 1.8, McLean 3.4, Mercer 2.6, Morton 6.7, Mountrail 2.1, Oliver 0.6, Pierce 1.6, Renville 1.0, Rolette 2.7, Sheridan 0.8, Sioux 0.7, Slope 0.3, Stark 6.2, Ward 15.5, Williams 6.3, S.D.: Campbell 0.6, Corson 1.1, Dewey 1.1, Walworth 2.0. Tot. Hslds.: 131,100.

MISSOULA-BUTTE, MONT.— IDA.: Lemhi 2.5, MONT.: Beaverhead 2.7, Deer Lodge 3.9, Flathead 17.2, Gallatin 13.6, Granite 0.9, Jefferson 2.1, Lake 6.0, Madison 1.9, Mineral 1.2, Missoula 25.7, Powell 2.0, Ravalli 7.4, Silver Bow 12.9. Tot. Hslds.: 112,900.

MOBILE-PENSACOLA, ALA.— Baldwin 7.2, Clarke 2.4, Conecuh 1.4, Escambia 3.4, Mobile 33.0, Monroe 1.9, Washington 1.4, FLA.: Escambia 21.8, Okaloosa 10.2, Santa Rosa 5.1, MISS.: George 1.3, Greene 0.8, Jackson 10.2. Tot. Hslds.: 381,100.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.1, Chicot 3.3, Union 10.5, LA.: Caldwell 2.2, Catahoula 2.3, Concordia 4.3, East Carroll 2.0, Franklin 4.6, Jackson 3.4, La Salle 3.4, Lincoln 7.0, Madison 2.7, Morehouse 6.6, Ouachita 26.9, Richland 4.1, Tensas 1.6, Union 4.1, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 179,900.

MONTGOMERY, ALA.— Autauga 6.4, Bullock 2.1, Butler 4.6, Covington 8.5, Crenshaw 3.1, Elmore 8.7, Lowndes 2.3, Macon 5.1, Montgomery 42.5, Pike 5.9, Tallapoosa 8.2, Wilcox 2.7. Tot. Hslds.: 164,800.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.3, Metcalfe 0.5, Monroe 0.7, Muhlenberg 1.8, Simpson 0.8, Todd 0.7, Trigg 0.5, TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.1, Clay 0.4, Coffee 2.2, Davidson 28.0, Decatur 0.7, De Kalb 0.8, Dickson 1.7, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.4, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.6, Robertson 2.0, Rutherford 4.5, Smith 0.9, Stewart 0.5, Sumner 4.6, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.0, Wilson 3.0. Tot. Hslds.: 645,700.

NEW ORLEANS, LA.— Jefferson 27.7, Lafourche 4.5, Orleans 35.8, Plaquemines 1.4, St. Bernard 3.6, St. Charles 2.0, St. James 1.1, St. John the Baptist 1.7, St. Tammany 6.4, Tangipahoa 4.6, Terrebonne 5.2, Washington 2.7, MISS.: Hancock 1.4, Pearl River 1.9. Tot. Hslds.: 581,800.

NEW YORK, N.Y.— CONN.: Fairfield 4.3, N.J.: Bergen 4.6, Essex 4.6, Hudson 3.2, Hunterdon 0.4, Middlesex 3.0, Monmouth 2.6, Morris 2.0, Ocean 2.0, Passaic 2.4, Somerset 1.0, Sussex 0.6, Union 2.7, Warren 0.5, N.Y.: Bronx 6.5, Dutchess 1.3, Kings 12.6, Nassau 6.5, New York (Manhattan) 10.9, Orange 1.3, Putnam 0.4, Queens 11.0, Richmond 1.8, Rockland 1.2, Suffolk 6.0, Sullivan 0.4, Ulster 0.9, Westchester 4.7, PA.: Monroe 0.4, Pike 0.1. Tot. Hslds.: 6,541,400.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.8, Dare 1.2, Gates 0.6, Hertford 1.6, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7, Tyrrell 0.3, VA.: Accomack 2.4, Chesapeake 7.7, Franklin city 0.5, Gloucester 1.5, Hampton 8.7, Isle of Wight 1.5, James City 1.6, Mathews 0.7, Middlesex 0.6, Newport News 10.8, Norfolk 18.2, Northampton 1.1, Poquoson 0.6, Portsmouth 7.6, Southampton 1.2, Suffolk 3.3, Surry 0.4, Virginia Beach 18.4, Williamsburg 0.6, York 2.3. Tot. Hslds.: 482,800.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 2.6, Lincoln 87.7, Logan 2.6, McPherson 1.3, Thomas 2.6. Tot. Hslds.: 15,500.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 2.0, TEX.: Andrews 3.7, Brewster 2.2, Crane 1.3, Crockett 1.3, Ector 34.0, Glasscock 0.3, Howard 9.8, Jeff Davis 0.5, Loving 0.1, Martin 1.3, Midland 24.9, Pecos 3.7, Presidio 1.4, Reagan 1.1, Reeves 3.9, Terrell 0.5, Upton 1.3, Ward 3.9, Winkler 2.8. Tot. Hslds.: 122,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.4, Blaine 1.0, Caddo 2.1, Canadian 3.7, Cleveland 9.0, Custer 1.8, Dewey 0.4, Ellis 0.4, Garfield 4.6, Garvin 2.0, Grady 2.8, Grant 0.5, Greer 0.5, Harper 0.4, Hughes 1.1, Kay 3.7, Kingfisher 1.0, Lincoln 1.9, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.9, Noble 0.8, Oklahoma 42.3, Payne 4.3, Pottawatomie 3.9, Seminole 1.9, Washita 1.0, Woods 0.8, Woodward 1.5. Tot. Hslds.: 529,300.

OMAHA, NEB.— IOWA: Adams 0.7, Audubon 1.0, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.3, Shelby 1.6, Taylor 1.0, MO.: Atchison 1.0, NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 4.0, Douglas 44.3, Johnson 0.6, Nemaha 1.0, Otoe 1.7, Richardson 1.3, Sarpy 8.1, Saunders 2.0, Seward 1.6, Stanton 0.7, Washington 1.6. Tot. Hslds.: 335,400.

ORLANDO-DAYTONA BEACH, FLA.— Brevard 18.1, Flagler 0.8, Lake 7.4, Marion 8.2, Orange 30.4, Osceola 3.3, Seminole 11.5, Sumter 1.5, Volusia 18.8. Tot. Hslds.: 581,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 10.7, Jefferson 18.9, Van Buren 10.4, MO.: Adair 29.6, Mercer 6.2, Putnam 7.8, Schuyler 6.5, Sullivan 9.8. Tot. Hslds.: 30,700.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY.— ILL.: Alexander 1.5, Franklin 5.3, Gallatin 0.9, Hamilton 1.1, Hardin 0.7, Jackson 7.2, Johnson 1.1, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.4, Union 2.0, Williamson 6.9, KY.: Ballard 1.0, Caldwell 1.6, Calloway 3.4, Carlisle 0.7, Crittenden 1.1, Fulton 1.1, Graves 4.0, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.4, Marshall 3.0, MO.: Bollinger 1.2, Butler 4.5, Cape Girardeau 6.7, Carter 0.6, Dunklin 4.3, Madison 1.3, Mississippi 1.7, New Madrid 2.5, Reynolds 0.8, Scott 4.4, Stoddard 3.4, Wayne 1.4, TENN.: Lake 0.8, Obion 3.8, Weakley 3.6. Tot. Hslds.: 322,100.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 55,200.

PANAMA CITY, FLA.— Bay 44.9, Calhoun 4.1, Franklin 3.5, Gulf 4.6, Holmes 6.8, Jackson 17.0, Liberty 1.9, Walton 10.4, Washington 6.8. Tot. Hslds.: 79,800.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 34,400.

PEORIA, ILL.— Fulton 7.5, Logan 5.2, McLean 19.5, Marshall 2.4, Mason 3.3, Peoria 34.0, Stark 1.2, Tazewell 21.6, Woodford 5.2. Tot. Hslds.: 218,500.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.9, N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.8, Cape May 1.4, Cumberland 1.9, Gloucester 2.8, Mercer 4.4, Salem 0.9, PA.: Berks 4.8, Bucks 6.6, Chester 4.4, Delaware 8.0, Lehigh 4.3, Montgomery 9.4, Northampton 3.[illegible], Philadelphia 25.6. Tot. Hslds.: 2,408,600.

PHOENIX, ARIZ.— Apache (southern portion) 0.3, Coconino 3.2, Gila 1.8, Greenlee 0.5, Maricopa 79.4, Mohave 3.1, Navajo 2.6, Pinal 4.1, Yavapai 3.9, CALIF.: Riverside (eastern portion) 1.1. Tot. Hslds.: 717,800.

PITTSBURGH, PA.— MD.: Garrett 0.7, OHIO: Columbiana 3.3, PA.: Allegheny 43.8, Armstrong 2.3, Beaver 5.8, Butler 4.1, Clarion 1.2, Fayette 4.7, Greene 1.2, Indiana 2.5, Jefferson 1.4, Lawrence 3.1, Venango 1.9, Washington 6.3, Westmoreland 11.4, W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.2, Preston 0.8, Tucker 0.3. Tot. Hslds.: 1,238,500.

PORTLAND, ORE.— Baker 0.8, Benton 3.1, Clackamas 11.0, Clatsop 1.6, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.9, Linn 4.2, Marion 9.6, Multnomah 29.7, Polk 2.1, Sherman 0.1, Tillamook 1.1, Union 1.1, Wasco 1.1, Washington 11.9, Wheeler 0.1, Yamhill 2.5, WASH.: Clark 9.0, Cowlitz 3.8, Klickitat 0.7, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 796,100.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.2, Cumberland 25.0, Franklin 3.0, Kennebec 12.3, Lincoln 3.0, Oxford 5.5, Sagadahoc 3.2, York 15.9, N.H.: Belknap 5.0, Carroll 3.6, Coos 4.1, Grafton 7.4, VT.: Essex 0.7. Tot. Hslds.: 320,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,700.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0, MASS.: Bristol 30.8, Dukes 0.7, R.I.: Bristol 2.8, Kent 10.0, Newport 5.2, Providence 38.6, Washington 5.8. Tot. Hslds.: 549,100.

QUINCY-HANNIBAL, ILL.— Adams 20.6, Brown 1.6, Cass 4.4, Hancock 6.9, McDonough 9.7, Pike 5.7, Schuyler 2.5, Scott 1.8, IOWA: Lee 12.2, MO.: Clark 2.4, Knox 1.6, Lewis 3.1, Macon 4.9, Marion 8.3, Monroe 2.8, Pike 4.9, Ralls 2.5, Scotland 1.6, Shelby 2.4. Tot. Hslds.: 129,500.

RALEIGH-DURHAM, N.C.— Chatham 2.3, Cumberland 14.2, Durham 10.5, Franklin 1.9, Granville 2.0, Halifax 3.4, Harnett 3.8, Hoke 1.[illegible], Johnston 4.7, Lee 2.4, Moore 3.5, Nash 4.4, Orange 5.2, Person 1.9, Sampson 3.1, Vance 2.3, Wake 20.3, Warren 1.0, Wayne 6.1, Wilson 4.1, VA.: Mecklenburg 1.9. Tot. Hslds.: 542,500.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 1.0, NEB.: Banner 0.3, Cherry 2.9, Garden 1.3, Grant 0.3, Sheridan 3.3, Sioux 0.8, S.D.: Bennett 1.1, Butte 3.5, Custer 2.5, Fall River 3.5, Haakon 1.1, Harding 0.7, Jackson 1.0, Lawrence 7.9, Meade 7.5, Pennington 29.[illegible], Perkins 2.1, Shannon 2.6, Ziebach 0.7, WYO.: Campbell 9.6, Crook 2.2, Sheridan 10.9, Weston 3.0. Tot. Hslds.: 87,700.

RENO, NEV.— CALIF.: Alpine 0.3, El Dorado (eastern portion) 8.1, Lassen 5.3, Placer (eastern portion) 2.2, NEV.: Carson City 8.8, Churchill 3.6, Douglas 5.4, Esmeralda 0.2, Eureka 0.3, Humboldt 2.4, Lander 1.0, Lyon 3.6, Mineral 1.6, Pershing 0.9, Storey 0.4, Washoe 55.8. Tot. Hslds.: 143,700.

RICHMOND, VA.— Albemarle 4.5, Amelia 0.7, Augusta 4.3, Brunswick 1.2, Buckingham 0.9, Caroline 1.4, Charles City 0.5, Charlottesville 3.7, Chesterfield 11.2, Colonial Heights 1.4, Cumberland 0.6, Dinwiddie 1.5, Emporia 0.4, Essex 0.7, Fluvanna 0.8, Goochland 0.9, Greene 0.6, Greensville 0.8, Hanover 3.9, Henrico 16.1, Hopewell 2.0, King and Queen 0.5, King William 0.7, Lancaster 0.9, Louisa 1.4, Lunenburg 1.0, Madison 0.8, New Kent 0.7, Northumberland 0.9, Nottoway 1.2, Orange 1.5, Petersburg 3.6, Powhatan 0.9, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 20.2, Staunton 1.9, Sussex 0.8, Waynesboro 1.4. Tot. Hslds.: 426,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.6, Appomattox 1.2, Bath 0.6, Bedford 3.4, Bedford city 0.7, Botetourt 2.3, Buena Vista 0.7, Campbell 4.3, Carroll 2.8, Charlotte 1.2, Clifton Forge 0.5, Covington 1.0, Craig 0.4, Danville 5.0, Floyd 1.2, Franklin 3.5, Galax 0.8, Giles 1.8, Grayson 1.7, Halifax 2.8, Henry 5.7, Highland 0.3, Lexington 0.6, Lynchburg 7.0, Martinsville 1.9, Montgomery 6.1, Nelson 1.2, Pittsylvania 6.4, Pulaski 3.6, Radford 1.1, Roanoke 7.2, Roanoke city 11.6, Rockbridge 1.7, Salem 2.5, South Boston 0.7, Wythe 2.6. Tot. Hslds.: 352,200.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.6, Ontario 9.3, Wayne 8.6. Tot. Hslds.: 332,900.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.7, Floyd 5.1, Hancock 3.7, Howard 3.0, Kossuth 5.7, Mitchell 3.3, Winnebago 3.5, Worth 2.5, MINN.: Dodge 3.7, Faribault 5.4, Fillmore 5.7, Freeborn 9.7, Mower 10.9, Olmsted 24.1. Tot. Hslds.: 138,400.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCKFORD, ILL.— Boone 5.3, Ogle 8.9, Stephenson 10.0, Winnebago 48.8. WISC.: Rock 26.9. Tot. Hslds.: 185,500.

ROSWELL, N.M.— Chaves 35.8, Eddy 32.5, Lea (northern portion) 31.7. Tot. Hslds.: 52,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.6, Contra Costa (eastern portion) 2.4, El Dorado (western portion) 2.8, Mono 0.5, Nevada 2.6, Placer (western portion) 5.1, Plumas 0.8, Sacramento 38.0, San Joaquin 15.7, Sierra 0.2, Solano (eastern portion) 5.9, Stanislaus 12.0, Sutter 2.4, Tuolumne 1.6, Yolo 5.2, Yuba 2.2. Tot. Hslds.: 812,900.

ST. JOSEPH, MO.— Buchanan 69.0, Gentry 6.4, Holt 5.8, Nodaway 16.2, Worth 2.5. Tot. Hslds.: 48,100.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 8.7, Marion 1.6, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 8.8, Washington 0.6. MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.4, Jefferson 4.8, Lincoln 0.8, Montgomery 0.4, Perry 0.6, St. Charles 4.7, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 34.0, St. Louis city 17.2, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,030,200.

SALINAS-MONTEREY, CALIF.— Monterey 54.4, San Benito 4.5, Santa Cruz 41.1. Tot. Hslds.: 180,100.

SALISBURY, MD.— DEL.: Sussex 46.2. MD.: Somerset 8.7, Wicomico 29.8, Worcester 15.3. Tot. Hslds.: 78,500.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.5, Caribou 0.6, Franklin 0.5, Oneida 0.2. NEV.: Elko 1.3, White Pine 0.6. UTAH: Beaver 0.3, Box Elder 2.0, Cache 3.6, Carbon 1.5, Daggett 0.0, Davis 8.2, Duchesne 0.7, Emery 0.7, Garfield 0.2, Grand 0.6, Iron 1.0, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 41.0, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.7, Tooele 1.6, Uintah 1.2, Utah 11.9, Wasatch 0.5, Washington 1.6, Wayne 0.1, Weber 9.6. WYO.: Hot Springs 0.4, Sublette 0.3, Sweetwater 2.9, Teton 0.8, Uinta 0.8. Tot. Hslds.: 507,300.

SAN ANGELO, TEX.— Irion 1.4, Kimble 4.6, Schleicher 2.9, Sterling 1.2, Tom Green 89.9. Tot. Hslds.: 34,600.

SAN ANTONIO, TEX.— Atascosa 1.7, Bandera 0.6, Bexar 67.2, Blanco 0.4, Comal 2.7, De Witt 1.5, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gillespie 1.1, Goliad 0.4, Gonzales 1.2, Guadalupe 3.3, Hays 2.7, Karnes 0.9, Kendall 0.8, Kerr 2.4, Kinney 0.2, La Salle 0.4, Lavaca 1.5, Live Oak 0.7, McMullen 0.1, Maverick 1.6, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.2, Wilson 1.1, Zavala 0.6. Tot. Hslds.: 488,700.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 692,500.

SAN FRANCISCO, CALIF.— Alameda 21.8, Contra Costa (western portion) 11.5, Lake 0.8, Marin 4.6, Mendocino 1.3, Napa 1.9, San Francisco 15.1, San Mateo 11.6, Santa Clara 23.8, Solano (western portion) 1.8, Sonoma 6.0. Tot. Hslds.: 1,983,300.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 35.1, Santa Barbara 64.9. Tot. Hslds.: 172,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 92,000.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 1.7, Bulloch 6.0, Candler 1.4, Chatham 38.0, Effingham 3.1, Evans 1.5, Jeff Davis 2.0, Liberty 5.3, Long 0.8, McIntosh 1.4, Montgomery 1.2, Pierce 2.1, Screven 2.6, Tattnall 3.0, Toombs 4.1, Wayne 3.7, Wheeler 0.9. S.C.: Beaufort 10.9, Hampton 3.2, Jasper 2.5. Tot. Hslds.: 190,900.

SEATTLE-TACOMA, WASH.— Clallam 1.9, Grays Harbor 2.4, Island 1.5, Jefferson 0.6, King 46.3, Kitsap 5.0, Kittitas (western portion) 0.2, Lewis 1.9, Mason 1.1, Pacific 0.6, Pierce 16.4, San Juan 0.3, Skagit 2.3, Snohomish 11.3, Thurston 4.4, Whatcom 3.7. Tot. Hslds.: 1,093,600.

SELMA, ALA.— Dallas 68.3, Marengo 31.7. Tot. Hslds.: 25,900.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.2, Hempstead 2.0, Howard 1.1, Lafayette 0.8, Little River 1.1, Miller 3.2, Sevier 1.2. LA.: Bienville 1.4, Bossier 6.4, Caddo 21.5, Claiborne 1.4, De Soto 2.1, Natchitoches 3.2, Red River 0.8, Sabine 2.1, Webster 3.7. OKLA.: McCurtain 2.9. TEX.: Bowie 6.5, Camp 0.8, Cass 2.5, Gregg 8.6, Harrison 4.3, Marion 0.9, Morris 1.2, Nacogdoches 3.9, Panola 1.8, Red River 1.4, Rusk 3.6, San Augustine 0.7, Shelby 2.0, Titus 1.8, Upshur 2.4. Tot. Hslds.: 429,100.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 4.0, Clay 4.9, Dickinson 4.1, Ida 2.2, Monona 2.9, O'Brien 4.1, Palo Alto 3.1, Plymouth 5.6, Sac 3.5, Sioux 6.6, Woodbury 24.2. NEB.: Cedar 2.4, Dakota 3.9, Dixon 1.7, Knox 2.7, Madison 7.7, Pierce 2.0, Thurston 1.6, Wayne 2.2. S.D.: Clay 2.8, Union 2.6. Tot. Hslds.: 152,900.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1, Osceola 1.5. MINN.: Lincoln 1.4, Murray 1.9, Nobles 3.8, Pipestone 2.1, Rock 1.9, Traverse 1.0. NEB.: Boyd 0.6. S.D.: Aurora 0.6, Beadle 3.5, Bon Homme 1.4, Brookings 3.9, Brown 6.4, Brule 0.9, Buffalo 0.2, Charles Mix 1.6, Clark 0.9, Codington 3.7, Davison 3.2, Day 1.4, Deuel 0.9, Douglas 0.7, Edmunds 0.9, Faulk 0.6, Grant 1.5, Gregory 1.0, Hamlin 0.9, Hand 0.9, Hanson 0.5, Hughes 2.5, Hutchinson 1.6, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.3, Lyman 0.6, McCook 1.1, McPherson 0.7, Marshall 1.0, Mellette 0.3, Miner 0.7, Minnehaha 19.5, Moody 1.1, Potter 0.6, Roberts 1.8, Sanborn 0.6, Spink 1.6, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.7, Yankton 3.2. Tot. Hslds.: 210,300.

SOUTH BEND-ELKHART, IND.— Elkhart 17.6, Fulton 2.6, Kosciusko 7.7, La Grange 2.8, Marshall 5.0, Pulaski 1.7, St. Joseph 31.4, Starke 2.7. MICH.: Berrien 22.0, Cass 6.3. Tot. Hslds.: 277,600.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.8, Boundary 0.8, Clearwater 1.1, Idaho 1.6, Kootenai 6.9, Latah 3.2, Lewis 0.5, Nez Perce 3.9, Shoshone 2.1. MONT.: Lincoln 1.9, Sanders 1.0. ORE.: Wallowa 0.9. WASH.: Adams 1.4, Asotin 2.0, Chelan 5.6, Columbia 0.5, Douglas 2.6, Ferry 0.6, Garfield 0.3, Grant 5.4, Lincoln 1.1, Okanogan 3.6, Pend Oreille 1.0, Spokane 40.7, Stevens 3.2, Whitman 4.2. Tot. Hslds.: 323,300.

SPRINGFIELD, MASS.— Franklin 10.8, Hampden 69.5, Hampshire 19.7. Tot. Hslds.: 229,100.

SPRINGFIELD, MO.— ARK.: Baxter 4.2, Boone 3.7, Carroll 2.4, Fulton 1.4, Madison 1.5, Marion 1.6, Newton 1.0. MO.: Barry 3.4, Benton 1.8, Camden 3.0, Cedar 1.8, Christian 3.0, Dade 1.1, Dallas [illegible], Dent 2.0, Douglas 1.6, Greene 25.6, Hickory 1.0, Howell 4.0, Laclede 3.3, Lawrence 3.9, Oregon 1.4, Ozark 1.1, Phelps 4.2, Polk 2.5, Pulaski 3.8, Shannon 1.1, Stone 2.3, Taney 3.0, Texas 2.9, Webster 2.6, Wright 2.2. Tot. Hslds.: 276,100.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.8, Christian 4.4, Coles 6.1, De Witt 2.2, Douglas 2.3, Effingham 3.5, Ford 1.8, Macon 15.5, Menard 1.4, Morgan 4.4, Moultrie 1.6, Piatt 1.9, Sangamon 22.0, Shelby 2.8, Vermilion 11.3. Tot. Hslds.: 315,[illegible].

SYRACUSE, N.Y.— Cayuga 7.6, Cortland 4.6, Madison 5.9, Oneida (western portion) 8.5, Onondaga 47.0, Oswego 10.7, Schuyler 1.7, Seneca 3.2, Tompkins 8.5, Yates 2.2. Tot. Hslds.: 355,600.

TALLAHASSEE, FLA.— Gadsden 8.0, Hamilton 1.9, Jefferson 2.3, Lafayette 1.0, Leon 36.4, Madison 3.2, Taylor 3.9, Wakulla 2.5. GA.: Brooks 3.3, Decatur 5.5, Echols 0.5, Grady 4.3, Lowndes 15.0, Miller 1.6, Seminole 2.0, Thomas 8.4. Tot. Hslds.: 154,500.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.6, De Soto 0.7, Hardee 0.7, Hernando 2.0, Highlands 2.2, Hillsborough 26.7, Manatee 7.0, Pasco 9.3, Pinellas 35.8, Polk 12.9. Tot. Hslds.: 915,600.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.6, Crawford 5.0, Cumberland 2.5, Edgar 5.2, Jasper 2.5, Lawrence 4.2, Richland 4.2. IND.: Clay 5.7, Daviess 6.1, Greene 7.2, Knox 9.6, Martin 2.3, Parke 3.7, Sullivan 4.9, Vermillion 4.3, Vigo 24.9. Tot. Hslds.: 162,900.

TOLEDO, OHIO— MICH.: Lenawee 7.6. OHIO: Defiance 3.4, Fulton 3.2, Hancock 5.8, Hardin 2.8, Henry 2.5, Lucas 43.5, Ottawa 3.6, Putnam 2.6, Sandusky 5.5, Seneca 5.3, Williams 3.3, Wood 9.1, Wyandot 2.0. Tot. Hslds.: 400,500.

TOPEKA, KANS.— Clay 2.8, Coffey 2.6, Geary 7.3, Jackson 3.0, Lyon 9.5, Marshall 3.6, Morris 1.9, Nemaha 2.9, Osage 4.1, Pottawatomie 3.9, Riley 14.1, Shawnee 42.6, Wabaunsee 1.8. Tot. Hslds.: 139,900.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.0, Cheboygan 5.2, Chippewa 6.8, Crawford 2.3, Emmet 5.8, Grand Traverse 12.7, Kalkaska 2.8, Lake 2.1, Leelanau 3.6, Luce 1.5, Mackinac 2.5, Manistee 6.0, Mason 6.8, Missaukee 2.4, Montmorency 2.0, Osceola 4.6, Oscoda 1.8, Otsego 3.5, Presque Isle 3.5, Roscommon 4.7, Wexford 6.3. Tot. Hslds.: 145,100.

TUCSON, ARIZ.— Cochise 12.0, Graham 2.7, Pima 81.6, Santa Cruz 2.5. N.M.: Catron 0.4, Hidalgo 0.8. Tot. Hslds.: 250,800.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Elk 0.4, Montgomery 4.0. OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.3, Creek 5.1, Delaware 2.2, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 6.0, Nowata 1.1, Okfuskee 1.0, Okmulgee 3.5, Osage 3.5, Pawnee 1.4, Pittsburg 3.6, Rogers 3.9, Tulsa 44.4, Wagoner 3.4, Washington 4.6. Tot. Hslds.: 418,500.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 48,000.

TWIN FALLS, IDA.— Blaine 14.0, Jerome 17.4, Lincoln 4.0, Twin Falls 64.5. Tot. Hslds.: 29,900.

TYLER, TEX.— Angelina 24.5, Cherokee 15.3, Houston 8.1, Smith 52.1. Tot. Hslds.: 91,000.

UTICA, N.Y.— Herkimer 23.2, Oneida (eastern portion) 56.8, Otsego 20.0. Tot. Hslds.: 102,600.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 23,700.

WACO-TEMPLE, TEX.— Bell 26.2, Brazos 16.5, Burleson 2.2, Coryell 7.0, Falls 3.4, Lampasas 2.2, Leon 1.9, McLennan 30.4, Madison 1.5, Milam 4.1, Mills 0.9, Robertson 2.7, San Saba 1.1. Tot. Hslds.: 206,500.

WASHINGTON, D.C.— District of Columbia 17.3. MD.: Allegany 2.0, Calvert 0.8, Charles 1.5, Frederick 2.6, Montgomery 14.6, Prince George's 15.6, St. Mary's 1.3, Washington 2.8. PA.: Franklin 2.8. VA.: Alexandria 3.4, Arlington 4.9, Clarke 0.2, Culpeper 0.5, Fairfax 14.6, Fairfax city 0.5, Falls Church 0.3, Fauquier 0.8, Frederick 0.8, Fredericksburg 0.4, King George 0.2, Loudoun 1.3, Manassas 0.4, Manassas Park 0.1, Page 0.5, Prince William 3.1, Rappahannock 0.2, Spotsylvania 0.8, Stafford 0.9, Warren 0.5, Westmoreland 0.4, Winchester 0.6. W.VA.: Berkeley 1.2, Hampshire 0.4, Jefferson 0.7, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,454,600.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.2, Lewis 10.9, St. Lawrence 47.9. Tot. Hslds.: 75,500.

WAUSAU-RHINELANDER, WISC.— Adams 3.3, Clark 7.5, Forest 2.1, Langlade 4.8, Lincoln 6.4, Marathon 25.8, Oneida 7.9, Portage 12.6, Price 3.9, Taylor 4.2, Vilas 4.3, Wood 17.2. Tot. Hslds.: 149,500.

WEST PALM BEACH, FLA.— Glades 0.7, Indian River 7.2, Martin 8.1, Okeechobee 2.2, Palm Beach 71.9, St. Lucie 10.0. Tot. Hslds.: 337,600.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 18.3, Carroll 5.2, Guernsey 9.2, Harrison 3.8, Jefferson 19.7, Monroe 3.7, Noble 2.4. W.VA.: Brooke 6.4, Marshall 8.8, Ohio 13.8, Pleasants 1.7, Tyler 2.4, Wetzel 4.6. Tot. Hslds.: 166,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 2.9, Butler 4.0, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Ellis 2.3, Ellsworth 0.7, Finney 2.1, Ford 2.2, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.3, Meade 0.4, Mitchell 0.8, Ness 0.4, Norton 0.6, Osborne 0.6, Ottawa 0.6, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.7, Rush 0.4, Russell 0.9, Saline 4.6, Scott 0.5, Sedgwick 34.3, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.3. NEB.: Dundy 0.3, Hitchcock 0.4, Red Willow 1.2. OKLA.: Beaver 0.6. Tot. Hslds.: 408,000.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.6, Cotton 1.8, Jackson 6.7, Jefferson 2.0, Kiowa 3.2, Stephens 10.7, Tillman 3.0. TEX.: Archer 1.7, Baylor 1.3, Clay 2.3, Foard 0.6, Hardeman 1.6, Knox 1.3, Montague 4.4, Throckmorton 0.6, Wichita 27.6, Wilbarger 3.8, Young 4.8. Tot. Hslds.: 157,500.

WILKES BARRE-SCRANTON, PA.— Carbon 4.2, Clinton 2.9, Columbia 4.7, Lackawanna 17.6, Luzerne 26.9, Lycoming 9.1, Montour 1.2, Northumberland 8.1, Schuylkill 12.9, Snyder 2.3, Sullivan 0.5, Susquehanna 2.8, Union 2.2, Wayne 2.7, Wyoming 1.9. Tot. Hslds.: 470,100.

WILMINGTON, N.C.— Bladen 6.6, Brunswick 8.3, Columbus 11.3, New Hanover 24.8, Pender 5.0, Robeson 20.7. S.C.: Horry 23.3. Tot. Hslds.: 155,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 13.1. WASH.: Benton 24.7, Franklin 7.5, Kittitas (eastern portion) 4.7, Walla Walla 10.5, Yakima 37.9. Tot. Hslds.: 165,300.

YOUNGSTOWN, OHIO— Mahoning 44.2, Trumbull 36.5. PA.: Mercer 19.3. Tot. Hslds.: 233,900.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 29,900.

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Guide to using S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
1		2		3	4			5			6

1 The *Survey*'s **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/80. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. A further refinement of total population is the number of **black persons** living in the ADI as of 12/31/80.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposal personal income." Compensation paid to military and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, total retail sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes sales of store types not listed the 1981 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) automotive dealers, which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *properietary stores*

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1980

STATE S&MM/ARB TV (ADI) MARKET	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						Buying Power Index
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
CALIFORNIA											
BAKERSFIELD	343.9	120.5	18.3	2,505,232	1,499,938	400,227	145,942	68,019	231,861	65,166	.1458
CHICO-REDDING	339.6	131.2	2.8	2,574,483	1,484,790	394,765	118,323	62,333	226,661	65,688	.1469
EL CENTRO-YUMA	186.6	59.7	4.9	1,117,322	678,554	179,768	97,054	21,673	101,272	28,906	.0681
EUREKA	144.5	56.2	.7	1,206,474	593,779	178,228	32,301	18,096	69,552	40,114	.0644
FRESNO	1,062.5	362.1	42.9	7,311,529	4,219,324	1,099,656	493,840	167,914	788,012	187,729	.4256
LOS ANGELES	11,534.2	4,177.4	1,073.0	103,960,752	51,977,143	11,970,610	6,943,175	2,602,139	8,465,927	1,698,445	5.4896
PALM SPRINGS	149.9	55.2	7.1	1,148,196	667,961	154,312	86,653	22,438	122,835	24,047	.0655
SACRAMENTO-STOCKTON	2,174.7	812.9	112.2	18,553,538	9,592,302	2,380,758	1,197,310	457,329	1,518,605	440,667	.9995
SALINAS-MONTEREY	513.9	180.1	20.9	4,020,861	2,206,177	518,364	204,513	91,539	345,602	99,306	.2244
SAN DIEGO	1,904.9	692.5	108.7	15,625,655	8,081,133	1,711,228	1,348,279	444,045	1,246,308	223,041	.8483
SAN FRANCISCO	5,142.9	1,983.3	454.5	54,409,094	24,985,110	5,719,197	3,272,246	1,300,439	3,980,833	1,053,721	2.7258
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	461.0	172.0	10.9	3,782,743	2,024,471	472,293	164,082	100,713	270,351	79,226	.2076
COLORADO											
COLORADO SPRINGS-PUEBLO	552.6	197.2	22.5	3,705,739	2,212,443	486,224	261,252	134,635	451,244	45,489	.2193
DENVER	2,284.8	860.1	80.6	19,940,890	10,980,417	2,382,093	1,237,932	572,784	2,062,215	256,023	1.0905
GRAND JUNCTION	136.3	49.8	.2	882,005	643,260	134,267	63.245	34,932	131,399	11,292	.0562

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The Audit Bureau of Circulations Publishers' Statements
for the six months ended March 31, 1981, show the
News weekday circulation
leading the Post in the Denver City Zone by
21,888
leading the Post in the Denver-Boulder SMSA by
15,675
and leading the Post in total circulation by
12,021
Remarkable numbers. Remarkable newspaper.

Source: Audit Bureau of Circulations March 31, 1981 Publisher's Statements both newspapers

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										Buying Power Index
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
CONNECTICUT											
HARTFORD-NEW HAVEN	2,209.0	790.2	151.8	19,694,555	8,672,488	2,013,007	1,075,322	388,235	1,229,657	272,825	1.0055
DISTRICT OF COLUMBIA											
WASHINGTON	4,015.7	1,454.6	931.9	39,506,766	18,956,176	4,063,821	2,492,311	854,530	3,381,369	836,579	2.0292
FLORIDA											
FT. MYERS-NAPLES	382.7	155.7	26.0	2,795,277	2,083,475	500,974	228,925	124,903	381,394	68,028	.1754
GAINESVILLE	189.2	69.1	33.9	1,188,294	784,864	199,342	93,083	41,266	122,128	33,332	.0739
JACKSONVILLE	1,017.6	363.8	220.2	6,575,662	4,372,207	1,037,239	462,032	166,706	934,808	169,577	.4066
MIAMI	2,826.0	1,095.7	414.5	23,817,245	14,636,773	3,164,275	1,891,496	881,823	2,813,552	595,229	1.3584
ORLANDO-DAYTONA BEACH	1,531.3	581.0	185.4	10,556,026	6,980,282	1,733,698	871,593	247,650	1,224,517	248,894	.6416
PANAMA CITY	222.5	79.8	31.6	1,129,371	814,521	211,099	97,369	39,141	159,144	24,077	.0760
SARASOTA	208.3	92.0	10.5	1,572,524	1,223,537	270,610	132,246	104,851	193,263	43,396	.0996
TALLAHASSEE	448.1	154.5	147.7	2,612,632	1,674,439	442,177	168,185	55,494	298,292	66,261	.1626
TAMPA-ST. PETERSBURG	2,277.1	915.6	225.5	15,846,031	10,267,091	2,793,822	1,385,884	383,295	1,780,927	358,309	.9548
WEST PALM BEACH	835.0	337.6	114.0	7,445,154	4,183,143	1,049,322	470,351	225,380	791,222	153,213	.4082

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980											
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
GEORGIA											
ALBANY	328.0	109.1	109.3	1,823,993	1,092,688	276,491	109,832	46,159	214,056	41,400	.1134
ATLANTA	3,002.6	1,065.3	679.4	22,619,275	12,914,486	2,885,906	1,894,562	418,972	2,485,683	449,435	1.2872
AUGUSTA	557.5	185.9	207.9	3,328,286	1,846,856	484,087	212,401	80,044	365,758	61,523	.1975
COLUMBUS	544.8	183.7	202.6	3,109,895	1,836,065	438,852	223,592	69,219	360,983	60,984	.1903
MACON	423.4	144.0	148.6	2,391,318	1,578,250	393,312	186,049	51,731	301,209	53,661	.1521
SAVANNAH	574.1	190.9	192.1	3,251,537	2,061,629	493,137	182,908	106,794	368,835	71,542	.2044
IDAHO											
BOISE	392.0	139.6	1.8	2,645,288	1,701,890	393,139	173,819	107,198	337,663	38,521	.1599
IDAHO FALLS-POCATELLO	287.7	91.9	.7	1,924,074	1,242,901	266,791	128,942	73,556	232,532	32,096	.1169
TWIN FALLS	82.7	29.9	.0	564,352	340,222	68,189	26,772	19,290	65,812	15,957	.0335
ILLINOIS											
CHICAGO	8,467.1	2,976.9	1,597.3	78,891,984	35,996,567	7,201,411	4,658,212	1,656,545	5,623,087	1,444,903	4.0342
PEORIA	606.0	218.5	28.7	5,159,187	2,704,796	551,900	362,883	117,383	456,069	73,462	.2791
QUINCY-HANNIBAL	349.9	129.5	7.9	2,446,022	1,223,680	273,318	119,958	55,847	230,514	38,950	.1362
ROCKFORD	516.3	185.5	29.5	4,393,641	2,067,034	458,197	349,700	103,131	283,763	69,646	.2304
SPRINGFIELD-DECATUR-CHAMPAIGN	853.1	315.4	50.6	7,158,266	3,816,676	800,777	505,179	167,730	597,020	126,160	.3910
INDIANA											
EVANSVILLE	662.9	241.0	27.8	4,694,058	2,648,445	578,079	287,035	120,159	491,250	89,499	.2697
FT. WAYNE	619.6	218.8	27.6	4,715,420	2,346,789	484,297	294,768	93,524	419,417	89,892	.2570
INDIANAPOLIS	2,219.3	797.1	191.8	17,549,603	8,911,094	1,826,197	1,150,656	342,473	1,511,921	371,856	.9546
LAFAYETTE	122.2	41.4	2.1	888,580	488,372	92,423	102,671	27,318	67,948	23,470	.0504
SOUTH BEND-ELKHART	782.0	277.6	57.8	5,613,523	3,023,419	656,131	342,495	155,414	562,466	132,412	.3171
TERRE HAUTE	437.9	162.9	7.3	2,995,657	1,677,470	331,417	178,743	51,236	258,158	58,539	.1732
IOWA											
CEDAR RAPIDS-WATERLOO	883.8	312.8	13.3	6,955,984	3,724,438	735,627	454,198	186,071	742,835	104,355	.3851
DAVENPORT-ROCK ISLAND-MOLINE	887.0	321.6	23.3	7,355,812	3,823,809	746,428	521,296	179,195	727,251	134,312	.3990
DES MOINES	962.7	359.0	16.9	7,949,901	4,401,801	925,468	533,288	189,144	856,745	96,284	.4405
OTTUMWA-KIRKSVILLE	82.4	30.7	.4	504,327	291,939	62,864	22,322	10,590	65,414	6,148	.0302
SIOUX CITY	421.5	152.9	1.3	3,253,530	1,770,728	365,207	161,497	75,392	353,627	49,518	.1817
KANSAS											
TOPEKA	383.6	139.9	25.5	3,047,822	1,479,680	297,938	198,061	71,015	311,685	40,044	.1638
WICHITA-HUTCHINSON	1,077.3	408.0	39.6	9,591,945	4,874,886	979,776	558,965	219,334	1,057,435	105,124	.5096

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Representating Sunday and Metro Comics

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980											Buying Power Index
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
KENTUCKY											
BOWLING GREEN	114.9	40.5	8.1	728,440	496,683	133,973	62,436	21,597	69,622	[illegible]802	.0456
LEXINGTON	816.6	283.8	48.5	4,894,267	3,328,957	866,035	416,186	128,437	524,184	104,794	.3100
LOUISVILLE	1,475.2	519.3	145.1	10,720,977	5,689,405	1,440,782	665,130	270,559	875,636	210,734	.6015
PADUCAH-CAPE GIRARDEAU-HARRISBURG	[illegible]2.1	322.1	52.5	5,115,639	3,403,605	791,390	357,827	141,798	650,300	114,629	.3221
LOUISIANA											
ALEXANDRIA	250.4	81.5	60.5	1,502,293	736,872	188,656	117,100	25,752	153,270	27,401	.0865
BATON ROUGE	725.2	236.9	232.0	5,308,952	2,762,469	661,857	509,356	109,722	547,563	97,335	.2957
LAFAYETTE	535.8	176.7	129.9	3,337,665	1,997,250	464,345	217,241	88,925	460,819	81,291	.2009
LAKE CHARLES	208.5	70.6	42.2	1,494,761	872,966	234,657	99,963	38,230	190,259	25,992	.0865
MONROE-EL DORADO	524.3	179.9	170.5	3,039,462	1,707,204	413,216	208,463	61,660	429,766	63,394	.1820
NEW ORLEANS	1,682.5	581.8	497.3	12,833,163	6,654,644	1,738,539	894,904	313,563	1,193,364	228,803	.7076
SHREVEPORT-TEXARKANA	1,198.3	429.1	324.0	7,697,132	4,692,647	1,089,605	577,770	195,432	1,050,310	133,327	.4630
MAINE											
BANGOR	340.5	119.6	3	2,118,338	1,280,697	342,167	122,880	52,505	206,062	44,975	.1279
PORTLAND-POLAND SPRING	883.5	320.8	2.3	6,197,581	3,828,736	902,834	399,639	129,321	585,389	106,141	.3674
PRESQUE ISLE	91.1	29.7	8	507,779	325,360	76,848	40,891	15,714	56,624	12,948	.0319
MARYLAND											
BALTIMORE	2,433.3	856.4	594.4	18,482,830	10,378,792	2,606,605	1,197,173	426,504	1,831,383	344,558	1.0449
SALISBURY	215.3	78.5	48.0	1,412,724	1,041,119	297,540	86,241	36,584	172,011	34,422	.0900
MASSACHUSETTS											
BOSTON	5,261.8	1,883.0	189.6	45,312,483	23,237,681	5,251,987	2,964,616	977,047	2,881,603	785,563	2.4310
SPRINGFIELD	646.7	229.1	30.5	4,980,021	2,754,124	756,307	273,370	88,407	359,728	81,683	.2794
MICHIGAN											
ALPENA	42.3	15.2	.0	252,599	168,249	45,810	13,088	8,070	27,463	6,048	.0159
DETROIT	4,748.2	1,662.3	920.0	44,551,818	22,407,085	4,656,016	3,046,664	1,091,180	4,070,278	1,004,331	2.3397
FLINT-SAGINAW-BAY CITY	1,281.8	439.1	119.4	9,879,125	5,380,804	1,139,441	817,532	253,607	978,725	210,763	.5515
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,609.5	561.1	94.3	11,090,706	6,209,738	1,049,723	1,259,976	286,705	981,041	167,709	.6395
LANSING	614.6	212.3	35.0	5,004,440	2,458,584	415,103	517,992	104,567	408,721	56,799	.2679
MARQUETTE	151.4	52.5	1.6	808,576	544,193	133,780	46,820	18,271	73,176	12,692	.0524
TRAVERSE CITY-CADILLAC	403.5	145.1	2.4	2,216,676	1,679,984	405,676	107,743	57,259	244,433	59,593	.1484
MINNESOTA											
ALEXANDRIA	226.1	80.3	2	1,324,005	803,165	161,316	50,145	27,289	142,218	22,815	.0817
DULUTH-SUPERIOR	472.7	173.9	1.2	3,232,799	1,856,119	403,265	214,613	61,022	265,552	51,106	.1884
MANKATO	104.3	37.7	2	814,378	473,314	102,754	44,319	20,357	102,833	15,695	.0462
MINNEAPOLIS-ST. PAUL	3,028.1	1,084.2	51.3	25,604,051	13,684,016	2,385,665	2,096,647	519,234	2,440,730	356,321	1.3953
ROCHESTER-MASON CITY-AUSTIN	375.0	138.4	.6	3,032,100	1,669,260	303,127	182,945	67,610	373,596	51,615	.1680
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	169.1	56.5	32.7	1,083,700	629,453	160,011	116,271	25,158	94,942	21,389	.0642
COLUMBUS-TUPELO	410.7	138.7	117.3	2,243,061	1,306,110	380,467	147,752	51,061	223,191	42,869	.1383
GREENWOOD-GREENVILLE	220.2	68.2	128.3	1,052,087	652,559	210,126	88,816	25,448	104,150	22,877	.0687
JACKSON	808.3	269.9	342.1	4,682,778	2,805,528	773,449	374,692	117,323	532,510	97,008	.2866
LAUREL-HATTIESBURG	241.8	82.6	65.0	1,304,884	832,129	215,644	116,889	36,814	138,830	34,978	.0835
MERIDIAN	158.8	54.3	60.2	853,374	564,890	160,641	78,791	17,623	83,469	16,972	.0547
MISSOURI											
COLUMBIA-JEFFERSON CITY	345.3	124.1	18.6	2,325,011	1,348,140	275,974	145,450	57,081	288,483	37,185	.1363
JOPLIN-PITTSBURG	442.7	169.4	4.1	2,779,619	1,654,272	358,955	180,046	67,839	378,149	46,788	.1668

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1980											
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
MO (cont.)											
KANSAS CITY	1,869.4	696.2	192.0	16,208,033	8,428,029	1,584,716	1,296,686	316,858	1,840,686	194,901	.8718
ST. JOSEPH	127.9	48.1	2.8	915,047	563,823	114,076	83,343	25,526	100,345	17,754	.0542
ST. LOUIS	2,862.2	1,030.2	417.8	23,033,841	11,822,327	2,719,830	1,761,238	475,101	2,168,998	305,190	1.2525
SPRINGFIELD	746.4	276.1	8.5	4,288,224	2,836,952	593,460	309,803	111,336	625,269	63,521	.2711
MONTANA											
BILLINGS-HARDIN	207.3	76.0	.3	1,534,000	1,038,534	204,189	131,124	50,234	171,852	42,623	.0930
GREAT FALLS	180.3	65.3	1.0	1,294,794	818,913	156,584	81,506	39,237	164,678	32,485	.0763
HELENA	43.9	16.6	.1	334,210	220,780	50,903	24,707	14,173	38,744	6,377	.0200
MILES CITY-GLENDIVE	30.6	11.3	.0	233,389	148,891	29,744	4,442	5,797	21,497	5,490	.0136
MISSOULA-BUTTE	308.6	112.9	.1	2,164,263	1,375,111	267,308	96,004	82,133	252,835	51,626	.1295
NEBRASKA											
LINCOLN-HASTINGS-KEARNEY	661.9	248.3	4.1	5,136,697	2,834,313	520,175	371,207	113,025	518,891	60,056	.2877
NORTH PLATTE	42.1	15.5	.1	300,010	216,278	39,156	38,585	10,467	37,528	3,654	.0186
OMAHA	920.8	335.4	45.1	7,551,103	3,709,005	763,642	470,127	18[illegible],122	794,592	108,189	.4038
NEVADA											
LAS VEGAS	488.9	186.0	47.8	4,040,795	2,533,213	509,507	359,554	108,884	484,853	94,773	.2331
RENO	369.6	143.7	5.6	3,294,244	2,113,918	348,653	191,054	116,261	383,210	188,751	.1883
NEW MEXICO											
ALBUQUERQUE	1,004.0	343.4	14.4	6,696,183	4,127,434	875,691	454,719	240,850	801,997	115,421	.4005
FARMINGTON	83.4	26.1	.3	523,488	393,303	94,000	40,686	10,252	94,672	8,742	.0339
ROSWELL	148.9	52.3	4.4	1,097,927	662,922	141,709	70,312	32,130	149,067	19,275	.0639
NEW YORK											
ALBANY-SCHENECTADY-TROY	1,276.1	462.6	39.5	9,895,355	5,495,331	1,407,810	546,297	203,430	851,465	152,169	.5552
BINGHAMTON	422.8	149.8	4.6	2,829,525	1,688,823	411,942	142,562	71,973	333,949	60,767	.1675
BUFFALO	1,724.2	617.8	124.7	12,865,639	7,242,497	1,895,791	1,018,642	303,850	1,394,546	260,516	.7307
ELMIRA	237.7	84.2	5.5	1,624,406	899,737	222,458	112,841	30,491	167,375	31,587	.0935
NEW YORK	18,033.2	6,541.4	2,877.7	166,411,609	70,835,545	17,612,848	8,346,681	3,714,285	8,866,409	1,693,201	8.3654
ROCHESTER	933.5	332.9	78.4	8,586,522	4,349,393	1,009,646	492,904	181,879	850,315	139,819	.4536
SYRACUSE	1,018.2	355.6	41.6	7,995,682	4,305,638	1,180,354	404,654	178,970	801,373	210,034	.4432
UTICA	292.2	102.6	6.1	1,944,120	1,173,159	309,119	128,995	37,877	188,388	56,713	.1155
WATERTOWN-CARTHAGE	227.5	75.5	.6	1,414,047	870,188	223,828	74,374	30,150	164,217	46,608	.0858
NORTH CAROLINA											
CHARLOTTE	1,693.9	599.2	316.5	11,984,551	6,321,077	1,547,261	711,271	302,633	1,339,429	254,778	.6748
GREENSBORO-WINSTON SALEM-HIGH POINT	1,232.6	447.6	221.8	8,901,121	4,848,511	1,071,733	554,306	267,635	995,742	207,652	.5040
GREENVILLE-NEW BERN-WASHINGTON	613.5	202.2	201.0	3,483,679	2,005,630	490,826	199,499	118,257	441,473	60,194	.2123
RALEIGH-DURHAM	1,574.9	542.5	473.2	10,188,513	5,495,806	1,331,249	704,465	256,614	1,002,589	159,272	.5894

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1980										
	POPULATION—12/31/80			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
NC (cont.)											
WILMINGTON	452.7	155.4	116.5	2,576,222	1,738,544	404,917	215,555	74,670	321,754	64,185	.1643
NORTH DAKOTA											
FARGO	590.1	209.5	1.7	4,334,799	2,580,737	436,880	198,396	107,802	510,246	77,224	.2514
MINOT-BISMARCK-DICKINSON	377.5	131.1	1.1	2,804,622	1,573,513	292,257	133,613	58,241	357,761	48,607	.1593
OHIO											
CINCINNATI	1,973.0	701.5	191.8	15,365,272	7,844,300	1,995,896	1,109,711	325,862	1,136,678	275,310	.8398
CLEVELAND	3,883.8	1,400.3	473.3	32,176,770	16,856,668	3,992,781	2,420,555	671,656	2,693,655	657,230	1.7501
COLUMBUS	1,592.4	576.7	147.6	12,217,181	6,552,877	1,431,251	959,768	276,393	1,100,965	205,634	.6796
DAYTON	1,308.1	472.1	126.0	10,283,041	5,235,279	1,182,781	801,743	224,646	362,023	1[illegible]708	.5605
LIMA	112.4	39.6	11.2	873,755	547,224	101,057	123,915	22,248	70,761	19,[illegible]19	.0509
TOLEDO	1,134.0	400.5	70.8	9,060,063	4,686,670	1,084,844	571,172	201,497	756,937	175,457	.4946
YOUNGSTOWN	659.0	233.9	61.9	5,186,040	2,777,523	643,758	447,122	117,784	472,992	94,836	.2868
ZANESVILLE	83.8	29.9	3.7	580,852	308,477	77,141	41,483	10,674	45,144	10,293	.0328
OKLAHOMA											
ARDMORE-ADA	185.1	69.4	9.1	1,180,063	632,161	182,467	61,179	21,901	137,530	15,056	.0683
OKLAHOMA CITY	1,406.0	529.3	94.8	11,671,326	6,636,870	1,433,329	769,811	321,668	1,549,479	161,498	.6515
TULSA	1,112.1	418.5	76.8	8,672,154	5,023,623	1,131,495	658,014	240,508	1,118,446	101,901	.4921
OREGON											
BEND	65.1	24.3	.0	488,293	380,296	87,730	21,755	17,287	69,123	18,556	.0311
EUGENE	440.1	165.5	1.9	3,219,266	2,148,307	459,692	281,951	98,103	4[illegible]1,583	90,927	.1940
MEDFORD	312.5	117.1	1.3	2,032,922	1,542,409	349,157	171,781	70,492	293,328	48,892	.1312
PORTLAND	2,087.6	796.1	36.6	16,893,865	9,681,726	1,798,733	1,791,585	505,856	1,598,452	318,198	.9492
PENNSYLVANIA											
ERIE	418.0	146.8	14.0	2,905,063	1,837,600	284,120	200,927	76,923	317,298	46,701	.1736
HARRISBURG-YORK-LANCASTER-LEBANON	1,260.1	452.0	51.4	10,277,076	5,382,913	1,259,679	619,530	275,703	932,145	131,641	.5607
JOHNSTOWN-ALTOONA	799.1	279.2	7.9	5,339,919	3,105,655	726,548	372,746	139,786	612,397	74,262	.3134
PHILADELPHIA	6,810.9	2,408.6	1,107.4	58,542,780	28,056,742	6,373,362	3,462,012	1,334,714	4,631,419	723,903	3.0810
PITTSBURGH	3,403.6	1,238.5	197.4	25,943,263	13,446,354	3,089,710	1,951,186	612,592	2,676,422	359,853	1.4312
WILKES BARRE-SCRANTON	1,296.5	470.1	8.2	8,294,639	4,455,766	1,122,243	489,372	182,610	832,125	133,505	.4804
RHODE ISLAND											
PROVIDENCE-NEW BEDFORD	1,528.9	549.1	34.1	11,532,197	5,699,838	1,336,610	707,052	260,435	765,091	187,049	.6288
SOUTH CAROLINA											
CHARLESTON	550.5	177.5	194.1	3,244,293	1,871,290	460,034	229,388	83,563	337,873	58,238	.1957
COLUMBIA	736.8	240.2	274.4	4,721,200	2,671,903	640,987	321,685	111,231	521,369	85,835	.2780
FLORENCE	305.2	98.2	125.0	1,688,899	1,011,304	275,923	110,810	42,353	181,348	36,312	.1046
GREENVILLE-SPARTANBURG-ASHEVILLE	1,534.9	546.9	230.3	9,980,889	5,879,510	1,492,985	637,927	233,155	1,118,895	239,097	.5920
SOUTH DAKOTA											
RAPID CITY	252.2	87.7	1.5	1,859,354	1,218,145	248,181	98,106	51,246	224,036	26,842	.1112
SIOUX FALLS-MITCHELL	580.7	210.3	.6	4,190,584	2,495,867	455,754	204,734	93,072	490,944	96,522	.2439
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	807.7	283.8	13.6	4,459,810	2,842,697	735,500	335,412	109,162	533,668	78,116	.2823
CHATTANOOGA	784.3	276.5	71.1	4,780,443	2,873,234	758,801	361,210	146,613	467,381	92,647	.2891
JACKSON	119.6	43.4	25.5	752,959	491,455	126,275	86,731	18,013	76,910	12,292	.0463
KNOXVILLE	1,096.7	390.4	45.2	6,756,359	3,998,906	1,051,675	538,527	178,122	597,605	138,649	.4065
MEMPHIS	1,667.0	569.9	608.9	10,532,212	5,820,820	1,565,026	717,879	237,983	1,083,240	200,508	.6172
NASHVILLE	1,819.7	645.7	218.5	12,182,580	6,823,336	1,723,808	811,351	311,303	1,278,779	219,857	.7067
TEXAS											
ABILENE-SWEETWATER	304.1	111.7	12.9	2,098,480	1,425,912	302,340	120,761	49,107	369,796	39,602	.1294

S&MM's SURVEY OF TELEVISION MARKETS

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TX (cont.)											
AMARILLO	475.3	173.5	17.3	3,760,572	2,371,410	513,361	213,929	106,851	592,440	67,036	.2188
AUSTIN	602.1	224.3	60.9	4,935,515	2,760,055	589,574	365,349	119,321	512,560	69,375	.2747
BEAUMONT-PORT ARTHUR	448.1	159.2	95.2	3,648,592	2,207,749	490,816	261,705	98,361	509,476	61,126	.2083
CORPUS CHRISTI	476.7	153.6	16.7	3,072,825	2,016,742	530,309	213,464	75,702	478,862	49,094	.1839
DALLAS-FT. WORTH	3,646.7	1,340.3	489.6	32,450,454	18,212,058	3,234,235	2,274,645	827,027	4,497,236	783,739	1.7795
EL PASO	609.7	183.8	20.5	3,676,252	2,367,437	488,232	351,638	147,872	478,948	82,524	.2280
HOUSTON	3,488.5	1,244.0	631.7	32,515,811	19,285,689	3,980,037	2,638,395	750,083	4,735,358	487,440	1.8002
LAREDO	108.2	28.7	.1	452,884	545,782	118,940	103,519	36,126	64,211	16,418	.0390
LUBBOCK	417.8	143.5	24.3	3,121,762	2,033,875	421,154	196,464	96,492	554,220	48,308	.1858
MCALLEN-BROWNSVILLE	552.8	151.2	1.4	2,361,174	2,006,687	517,680	339,644	112,740	326,690	49,529	.1759
ODESSA-MIDLAND	350.2	122.8	16.5	2,838,303	2,041,847	437,519	199,637	79,084	519,680	33,944	.1724
SAN ANGELO	95.5	34.6	3.4	654,600	525,390	108,595	58,978	20,914	144,965	7,035	.0428
SAN ANTONIO	1,486.5	488.7	84.0	9,995,020	5,902,820	1,344,319	831,781	241,618	1,164,215	124,922	.5885
TYLER	257.5	91.0	53.2	1,750,232	1,210,596	280,532	140,726	63,882	253,941	34,682	.1084
VICTORIA	70.1	23.7	4.8	525,201	441,338	78,386	61,717	21,400	114,831	10,840	.0342
WACO-TEMPLE	599.3	206.5	96.2	3,879,653	2,300,102	465,860	242,569	91,492	558,262	81,181	.2306
WICHITA FALLS-LAWTON	439.8	157.5	38.0	3,185,060	1,848,901	416,295	205,790	86,570	469,185	46,127	.1838
UTAH											
SALT LAKE CITY	1,628.3	507.3	9.9	10,356,274	6,046,887	1,212,919	867,814	385,296	1,180,342	151,612	.6155
VERMONT											
BURLINGTON-PLATTSBURGH	601.8	207.7	3.7	3,943,219	2,300,587	541,394	222,931	81,484	368,038	62,801	.2330
VIRGINIA											
HARRISONBURG	133.9	46.0	2.6	734,520	453,155	131,990	33,029	17,675	69,957	11,149	.0459
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,426.1	482.8	433.0	9,379,252	5,722,079	1,339,450	706,866	298,735	1,078,688	157,154	.5615
RICHMOND	1,205.0	426.7	335.0	8,802,744	5,275,812	1,228,799	682,461	223,563	942,402	197,531	.5118
ROANOKE-LYNCHBURG	996.6	352.2	155.0	6,107,932	3,912,024	1,020,168	445,502	160,463	714,220	137,686	.3772
WASHINGTON											
SEATTLE-TACOMA	2,867.6	1,093.6	95.4	25,599,695	13,637,688	2,959,226	1,661,420	674,260	2,208,399	533,594	1.3801
SPOKANE	873.9	323.3	5.9	6,566,835	3,357,059	823,239	342,939	157,613	582,002	141,702	.3618
YAKIMA	460.0	165.3	4.9	3,565,729	2,130,252	489,143	229,332	91,545	374,472	110,918	.2048
WEST VIRGINIA											
BLUEFIELD-BECKLEY-OAK HILL	418.8	145.6	28.4	2,452,705	1,677,274	466,669	168,340	67,735	367,613	48,844	.1565
CHARLESTON-HUNTINGTON	1,491.3	518.5	32.9	9,258,345	5,627,423	1,481,681	671,460	253,703	1,096,282	196,956	.5601
CLARKSBURG-WESTON	211.1	75.1	1.7	1,159,049	701,868	187,352	66,330	28,975	168,498	24,032	.0720
PARKERSBURG	94.3	34.4	.8	766,738	513,956	105,760	110,124	19,292	106,711	12,422	.0453
WHEELING-STEUBENVILLE	465.4	166.8	10.7	3,272,741	1,713,093	443,560	228,093	73,267	301,587	51,642	.1842
WISCONSIN											
GREEN BAY	985.1	344.5	1.3	6,855,654	3,699,658	797,934	530,673	164,740	591,809	104,088	.3901
LA CROSSE-EAU CLAIRE	445.9	156.3	.6	2,886,232	1,675,806	315,570	206,079	64,922	243,976	49,560	.1710
MADISON	510.9	190.0	5.9	4,215,417	2,304,080	411,958	225,912	123,874	331,983	56,359	.2323
MILWAUKEE	1,888.8	677.3	166.8	16,042,607	8,031,261	1,855,798	1,094,144	389,820	1,163,244	268,098	.8568
WAUSAU-RHINELANDER	430.6	149.5	.5	2,956,606	1,623,342	368,696	160,400	61,743	251,498	38,125	.1697
WYOMING											
CASPER-RIVERTON	149.0	52.5	.5	1,369,748	918,143	180,033	63,340	54,536	200,835	24,907	.0794
CHEYENNE	131.9	49.1	2.1	1,142,804	678,068	122,998	68,769	34,475	110,092	12,484	.0641
UNITED STATES (ADI AREAS)	227,107.8	81,463.6	26,763.6	1,802,137,915	958,932,297	217,898,520	121,923,336	43,995,847	169,124,131	31,613,240	99.3352

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1985

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Canada's much talked-about flow of population and economic activity to the West could make the unwary marketer forget that the overwhelming bulk of the country's sales potential is still in its industrial heartland—the provinces of Ontario and Quebec. In fact, better than three-fifths of the population, 62.0%, still lives in the two provinces.

This is only one percentage point less than in 1961, and that small dip masks the two provinces' contrasting performances. All of the decline took place in Quebec, due mostly to the outmigration of English-speaking people who feared that Premier Rene Levesque and his Parti Quebecois would succeed in their goal of provincial independence.

Ontario was one of the main beneficiaries of this movement, attracting especially the entrepreneurial-minded and the managerial class. As a result, the province's population share rose from 34.2% to 35.7%, while Quebec's dipped from 28.8% to 26.3%, between 1961 and 1980.

Compared to the heartland's relative stability, the resource-rich westernmost provinces, Alberta and British Columbia, boomed. Their aggregate population share rose sharply from 16.2% to 20.1% during the same period.

The newcomers who fueled the West's zesty growth came mostly from the prairie provinces, Manitoba and Saskatchewan, whose population share dropped from 10.2% to 8.4%. This primarily reflected the mechanization of grain harvesting that created surplus farm labor, just as has happened in the U.S.'s South.

Although industry, as a rule, follows people, provincial economic growth didn't exactly mirror population shifts in the 1970s. Not surprisingly, Alberta, with an annual growth rate of 6.9%, and British Columbia, 5.1%, had the fastest-growing economies in the decade, according to Toronto's *Financial Post.*

What is surprising, however, is the performance of Saskatchewan and Prince Edward Island. The prairie province, whose population share fell in the decade, and the Atlantic province, which held its share level, tied for the third-fastest economic growth rate, 3.9%. Trailing them were Ontario and Newfoundland, each at 3.2%, and Manitoba, 2.7%. Canada's overall rate was 3.9%, the *Post* adds.

Looking ahead to the 1980s, the *Post* says, "Alberta, British Columbia, Saskatchewan, and Newfoundland seem destined to be top dogs, with the rest showing moderate growth. Of course, new resource finds could alter the rankings."

"Nova Scotia, for example," the paper continues, "has the possibility of gas discoveries off Sable Island and could see excellent growth. But it's too early to guess how much."

As for the industrial heartland, Ontario is sure to enjoy a better decade, while Quebec's industrial mix raises uncertainties. "Ontario should have no trouble improving its dismal record of the past few years,

(continued on page 174)

Canada's population tilt

Province	1961	1971	1980	1985
	% Of Total Population			
Atlantic Provinces	**10.4%**	**9.5%**	**9.4%**	**9.4%**
Newfoundland	2.5	2.4	2.4	2.5
Prince Edward Island	0.6	0.5	0.5	0.5
Nova Scotia	4.0	3.7	3.6	3.5
New Brunswick	3.3	2.9	2.9	2.9
Industrial Heartland	**63.0%**	**63.6%**	**62.0%**	**61.1%**
Quebec	28.8	27.9	26.3	25.5
Ontario	34.2	35.7	35.7	35.6
Prairies	**10.2%**	**8.9%**	**8.4%**	**8.1%**
Manitoba	5.1	4.6	4.3	4.1
Saskatchewan	5.1	4.3	4.1	4.0
West	**16.2%**	**17.6%**	**20.1%**	**21.1%**
Alberta	7.3	7.5	8.9	9.5
British Columbia	8.9	10.1	11.2	11.6

Note: Details won't add to 100% because of rounding and omission of the Yukon–Northwest Territories.
Sources: *Sales & Marketing Management's Survey of Buying Power—Part II;* Statistics Canada.

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Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	1985	1980	1985
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census. **Total Population** is a headcount estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1985 projection is a straightline projection based on the assumption that trends of recent years will continue.

2 **Percent change** between 12/31/80 and 12/31/85. The earlier year is the base period. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/85 projection is based on population trends that will affect household size. After estimating average household size in 1985, this figure is divided into projected population to get expected number of households.

4 **Percent change** in the number of households between 12/31/80 and 12/31/85. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is removed from this total to arrive at Effective Buying Income. EBI for 1985 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent households by Effective Buying Income groups, as reported in the July 27th *Survey of Buying Power*, should be considered.

6 **Percent change** in total EBI between 1980 and 1985, with 1980 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income** is calculated by dividing the number of households into the total EBI. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 **Total retail sales,** updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchase by nonhousehold units, such as businesses, and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments. Retail sales for 1985 are stated in current dollars.

9 **Percent change** between 1980 and 1985, with 1980 as the base year, of a market's total retail sales. A minus sign indicates a decline.

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM'S CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
Province	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	1985	1980	1985
Alberta	2,135.9	2,374.1	11.2	835.5	17.1	34,337,702	81.1	26,577	41,098	17,148,928	69.7	14,164	20,525	9.8401	10.7459
British Columbia	2,687.0	2,912.2	8.4	1,060.8	9.9	38,464,474	60.6	24,823	36,260	16,884,962	46.9	11,913	15,917	12.0096	11.7523
Manitoba	1,028.0	1,024.6	3	377.4	6.9	11,593,003	46.7	22,380	30,718	5,110,410	46.9	9,849	13,541	3.9768	3.6637
New Brunswick	709.3	733.5	3.4	237.5	9.2	7,227,277	61.3	20,605	30,431	3,269,809	44.6	10,403	13,768	2.4540	2.3773
Newfoundland	583.5	620.1	6.3	169.0	13.3	5,394,511	62.6	22,235	31,920	2,211,314	36.1	10,889	13,085	1.8492	1.7843
Nova Scotia	856.4	885.4	3.4	301.9	11.4	10,046,401	68.9	21,950	33,277	4,105,833	43.8	10,543	13,600	3.1389	3.1053
Ontario	8,600.5	8,922.6	3.7	3,139.0	6.9	122,491,870	58.9	26,250	39,023	52,007,235	59.5	11,105	16,568	37.1636	36.7760
Prince Edward Island	124.1	128.4	3.5	40.1	7.8	1,242,675	62.4	20,568	30,989	533,452	34.6	10,653	13,303	.4249	.4046
Quebec	6,325.4	6,385.6	1.0	2,291.5	9.2	81,588,926	67.5	23,206	35,605	36,276,013	57.9	10,948	15,831	25.0048	25.1910
Saskatchewan	975.9	1,014.1	3.9	393.7	20.2	13,114,979	76.9	22,635	33,312	5,457,393	50.0	11,103	13,862	3.8628	3.9612
Yukon & N.W. Territories	64.4	64.3	2	17.9	2.9	805,650	44.0	32,160	45,008	304,132	22.4	14,282	16,991	.2753	.2384
ALL CANADA TOTAL	**24,090.4**	**25,064.9**	**4.0**	**8,864.3**	**9.6**	**326,307,468**	**63.9**	**24,620**	**36,811**	**143,309,481**	**56.3**	**11,339**	**16,167**	**100.0000**	**100.0000**

S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES PROVINCE S&MM Metropolitan Area	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total House-holds (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
ALBERTA															
Calgary	618.4	709.1	14.7	260.0	20.8	11,201,388	86.6	27,885	43,082	5,920,115	72.6	15,929	22,770	3.1433	3.5215
Edmonton	711.3	791.8	11.3	286.1	17.2	11,777,200	81.1	26,645	41,165	6,170,771	70.2	14,856	21,569	3.4105	3.7281
TOTAL ABOVE AREAS	**1,329.7**	**1,500.9**	**12.9**	**546.1**	**18.9**	**22,978,588**	**83.7**	**27,226**	**42,078**	**12,090,886**	**71.4**	**15,359**	**22,140**	**6.5538**	**7.2496**
PROVINCE TOTALS	**2,135.9**	**2,374.1**	**11.2**	**835.5**	**17.1**	**34,337,702**	**81.1**	**26,577**	**41,098**	**17,148,928**	**69.7**	**14,164**	**20,525**	**9.8401**	**10.7459**
BRITISH COLUMBIA															
Kamloops	100.7	112.0	11.2	38.4	13.3	1,490,670	66.6	26,398	38,820	787,792	59.1	14,606	20,515	.4704	.4828
Kelowna	86.7	113.7	31.1	41.4	33.5	1,366,786	96.4	22,449	33,014	509,846	51.8	10,833	12,315	.3567	.4068
Prince George	87.8	101.7	15.8	32.8	18.0	1,356,653	73.5	28,125	41,361	666,295	55.4	15,425	20,314	.4096	.4285
Vancouver	1,136.3	1,142.3	.5	436.9	2.2	16,720,217	50.3	26,023	38,270	7,494,934	41.5	12,391	17,155	5.4695	5.0424
Victoria	247.3	263.9	6.7	106.4	8.6	3,600,246	59.7	23,310	33,837	1,424,002	42.3	10,210	13,383	1.0990	1.0603
TOTAL ABOVE AREAS	**1,658.8**	**1,733.6**	**4.5**	**655.9**	**6.1**	**24,534,572**	**55.8**	**25,481**	**37,406**	**10,882,869**	**44.0**	**12 225**	**16,592**	**7.8052**	**7.4208**
PROVINCE TOTALS	**2,687.0**	**2,912.2**	**8.4**	**1,060.8**	**9.9**	**38,464,474**	**60.6**	**24,823**	**36,260**	**16,884,962**	**46.9**	**11,913**	**15,917**	**12.0096**	**11.7523**
MANITOBA															
Winnipeg	571.8	578.9	1.2	229.5	8.5	6,968,414	48.7	22,153	30,363	3,288,857	47.8	10,513	14,331	2.3799	2.2182
TOTAL ABOVE AREAS	**571.8**	**578.9**	**1.2**	**229.5**	**8.5**	**6,968,414**	**48.7**	**22,153**	**30,363**	**3,288,857**	**47.8**	**10,513**	**14,331**	**2.3799**	**2.2182**
PROVINCE TOTALS	**1,028.0**	**1,024.6**	**–.3**	**377.4**	**6.9**	**11,593,003**	**46.7**	**22,380**	**30,718**	**5,110,410**	**46.9**	**9,849**	**13,541**	**3.9768**	**3.6637**
NEW BRUNSWICK															
Moncton	130.3	138.3	6.1	46.9	11.9	1,462,308	64.9	21,170	31,179	689,776	43.2	11,495	14,707	.4886	.4789
St. John	146.0	151.1	3.5	51.6	8.9	1,669,583	61.0	21,871	32,356	704,639	41.0	10,545	13,656	.5451	.5239
TOTAL ABOVE AREAS	**276.3**	**289.4**	**4.7**	**98.5**	**10.3**	**3,131,891**	**62.8**	**21,543**	**31,796**	**1,394,415**	**42.1**	**10,991**	**14,156**	**1.0337**	**1.0028**
PROVINCE TOTALS	**709.3**	**733.5**	**3.4**	**237.5**	**9.2**	**7,227,277**	**61.3**	**20,605**	**30,431**	**3,269,809**	**44.6**	**10,403**	**13,768**	**2.4540**	**2.3773**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
NEWFOUNDLAND															
St. John's	244.1	261.1	7.0	75.4	14.1	2,387,454	63.5	22,086	31,664	1,033,831	34.8	11,600	13,711	.8202	.7905
TOTAL ABOVE AREAS	**244.1**	**261.1**	**7.0**	**75.4**	**14.1**	**2,387,454**	**63.5**	**22,086**	**31,664**	**1,033,831**	**34.8**	**11,600**	**13,711**	**.8202**	**.7905**
PROVINCE TOTALS	**583.5**	**620.1**	**6.3**	**169.0**	**13.3**	**5,394,511**	**62.6**	**22,235**	**31,920**	**2,211,314**	**36.1**	**10,889**	**13,085**	**1.8492**	**1.7843**
NOVA SCOTIA															
Halifax-Dartmouth	285.7	296.5	3.8	107.0	11.8	4,233,260	69.3	26,122	39,563	1,544,750	43.4	11,257	14,437	1.2176	1.2086
Sydney-Glace Bay	123.8	120.7	-2.5	36.7	5.2	1,149,771	59.3	20,685	31,329	496,392	41.2	10,074	13,526	.3991	.3765
TOTAL ABOVE AREAS	**409.5**	**417.2**	**1.9**	**143.7**	**10.0**	**5,383,031**	**67.1**	**24,669**	**37,460**	**2,041,142**	**42.9**	**10,941**	**14,204**	**1.6167**	**1.5851**
PROVINCE TOTALS	**856.4**	**885.4**	**3.4**	**301.9**	**11.4**	**10,046,401**	**68.9**	**21,950**	**33,277**	**4,105,833**	**43.8**	**10,543**	**13,600**	**3.1389**	**3.1053**
ONTARIO															
Brantford	104.8	102.6	-2.1	36.8	1.1	1,377,353	49.5	25,310	37,428	532,431	57.1	9,313	14,468	.4293	.4043
Guelph	128.8	136.0	5.6	46.9	9.1	1,768,809	61.3	25,504	37,714	761,944	65.3	10,717	16,246	.5331	.5390
Hamilton	407.6	404.8	-.7	150.4	2.6	5,190,069	51.7	23,335	34,508	2,384,924	56.1	10,425	15,857	1.6974	1.6175
Kingston	114.4	117.2	2.4	42.2	5.8	1,607,948	56.4	25,766	38,103	733,774	52.7	12,045	17,388	.5104	.4935
Kitchener-Cambridge	301.8	323.5	7.2	114.6	10.7	4,710,555	63.7	27,796	41,104	2,180,263	76.0	11,969	19,025	1.3784	1.4363
London	318.6	333.2	4.6	123.5	8.0	4,920,062	59.8	26,940	39,839	2,244,734	63.9	11,981	18,176	1.4860	1.4896
North Bay	82.0	81.6	-.5	26.9	2.7	894,362	51.8	22,484	33,248	520,471	64.7	12,058	19,348	.3194	.3111
Oshawa	294.1	320.9	9.1	104.4	12.6	4,944,367	66.5	32,027	47,360	1,775,678	57.2	12,185	17,008	1.3593	1.3854
Ottawa	759.0	817.0	7.6	303.7	12.5	12,951,290	67.1	28,706	42,645	4,228,068	46.6	10,684	13,922	3.5204	3.5215
Peterborough	102.0	107.5	5.4	38.1	8.9	1,307,959	61.0	23,215	34,330	700,557	62.0	12,358	18,387	.4302	.4328
St. Catherines-Niagara	376.2	384.2	2.1	136.1	5.5	4,990,339	56.0	24,795	36,667	2,135,801	64.2	10,082	15,693	1.5413	1.5182
Sarnia	126.0	127.8	1.4	44.2	4.7	1,732,271	54.9	26,502	39,19[illegible]	642,364	59.9	9,517	14,533	.5169	.5018
Sault Ste. Marie	136.3	131.2	-3.7	42.7	-.5	1,573,705	47.2	24,922	36,855	757,686	59.8	11,051	17,744	.5368	.5044
Sudbury	161.8	153.4	-5.2	50.7	-1.9	1,810,529	45.0	24,148	35,711	963,600	52.2	12,250	19,006	.6551	.6015
Thunder Bay	157.6	160.0	1.5	53.8	4.9	2,059,656	55.1	25,888	38,284	1,001,285	69.3	11,531	18,611	.6579	.6529
Toronto	3,026.1	3,183.2	5.2	1,130.2	7.9	46,778,655	60.9	27,754	41,390	19,028,918	62.0	11,215	16,837	13.6570	13.6914
Windsor	319.6	315.4	-1.3	112.3	2.0	4,210,744	50.8	25,356	37,495	1,881,140	58.0	10,815	16,751	1.3561	1.2907
TOTAL ABOVE AREAS	**6,916.7**	**7,199.5**	**4.1**	**2,557.5**	**7.4**	**102,828,673**	**59.8**	**27,020**	**40,207**	**42,473,638**	**60.2**	**11,132**	**16,607**	**30.5850**	**30.3919**
PROVINCE TOTALS	**8,600.5**	**8,922.6**	**3.7**	**3,139.0**	**6.9**	**122,491,870**	**58.9**	**26,250**	**39,023**	**52,007,235**	**59.5**	**11,105**	**16,568**	**37.1636**	**36.7760**
PRINCE EDWARD ISLAND															
PROVINCE TOTALS	**124.1**	**128.4**	**3.5**	**40.1**	**7.8**	**1,242,675**	**62.4**	**20,568**	**30,989**	**533,452**	**34.6**	**10,653**	**13,303**	**.4249**	[illegible]

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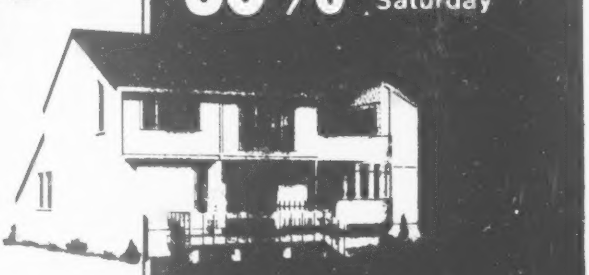

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187,522 Mon-Fri
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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/80 Total Pop (Thous.)	12/31/85 Total Pop (Thous.)	% Change 1980–1985	12/31/85 Total Households (Thous.)	% Change 1980–1985	1985 Total EBI ($000)	% Change 1980–1985	Average Household EBI 1980	Average Household EBI 1985	1985 Total Retail Sales ($000)	% Change 1980–1985	Retail Sales Per Household 1980	Retail Sales Per Household 1985	1980	1985
QUEBEC															
Chicoutimi-Jonquière	172.5	172.2	–.2	54.0	8.4	1,792,588	55.8	21,711	33,196	772,310	52.3	10,185	14,302	.5808	.5737
Montréal	2,836.3	2,837.9	.1	1,086.5	7.6	39,578,708	65.1	23,744	36,428	17,266,300	53.1	11,166	15,892	12.0648	11.9437
Québec	572.5	600.3	4.9	216.9	13.8	8,270,719	74.1	24,931	38,131	3,912,036	63.9	12,524	18,036	2.4498	2.5653
Sherbrooke	108.8	114.4	5.1	43.4	14.5	1,603,871	75.1	24,168	36,956	845,670	66.7	13,386	19,485	.4864	.5140
Trois Rivières-Shawinigan	235.5	232.5	–1.3	84.4	7.2	2,633,270	64.2	20,375	31,200	1,304,517	62.8	10,184	15,456	.8605	.8621
TOTAL ABOVE AREAS	**3,925.6**	**3,957.3**	**.8**	**1,485.2**	**8.7**	**53,879,156**	**66.7**	**23,653**	**36,277**	**24,100,833**	**55.7**	**11,325**	**16,227**	**16.4423**	**16.4588**
PROVINCE TOTALS	**6,325.4**	**6,385.6**	**1.0**	**2,291.5**	**9.2**	**81,588,926**	**67.5**	**23,206**	**35,605**	**36,276,013**	**57.9**	**10,948**	**15,831**	**25.0048**	**25.1910**
SASKATCHEWAN															
Regina	200.9	222.2	10.6	88.9	27.9	2,922,129	88.9	22,256	32,870	1,382,807	56.9	12,679	15,555	.8437	.9145
Saskatoon	178.8	192.7	7.8	77.8	24.7	2,504,756	84.1	21,800	32,195	1,222,443	55.7	12,582	15,713	.7470	.7935
TOTAL ABOVE AREAS	**379.7**	**414.9**	**9.3**	**166.7**	**26.4**	**5,426,885**	**86.7**	**22,040**	**32,555**	**2,605,250**	**56.3**	**12,633**	**15,628**	**1.5907**	**1.7080**
PROVINCE TOTALS	**975.9**	**1,014.1**	**3.9**	**393.7**	**20.2**	**13,114,979**	**76.9**	**22,635**	**33,312**	**5,457,393**	**50.0**	**11,103**	**13,862**	**3.8628**	**3.9612**
YUKON & N.W. TERRITORIES															
PROVINCE TOTALS	**64.4**	**64.3**	**–.2**	**17.9**	**2.9**	**805,650**	**44.0**	**32,160**	**45,008**	**304,132**	**22.4**	**14,282**	**16,991**	**.2753**	**.2384**

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(continued from page 169)

which was caused partly by the troubled auto industry," the *Post* says. "With this sector beginning to emerge from the doldrums, the province should reap rewards from chemicals, metals, and machinery. And as a major supplier of heavy manufactured goods, Ontario benefits from most developments anywhere in Canada."

Although Quebec's industry has become more diverse, it still has a smaller proportion of the heavy industries—chemicals, electrical products, machinery, and rubber and plastics—which were the country's second-fastest-growing sector.

"Quebec suffers from concentrating on products that have little growth potential such as clothing and knitting mills," the *Post* continues. "However, 15% of goods output comes from mining and 10% from forestry, both of which have good prospects. In addition, James Bay hydroelectric generation can certainly be expanded, if markets open up in the U.S."

Differentials in population and economic growth among the provinces have brought new challenges to compensation practices. A study by the Conference Board of Canada, *Provincial Differences: A Challenge to Compensation and Relocation Policies*, analyzing salary trends for 14 specific occupations in nine major cities, observes that, "Regional differences have been accentuated by the more rigid economic development of the western provinces compared to central Canada, and by growing differences in provincial taxation and living costs.

The different rates of inflation across Canada, the report points out, have led to cost-of-living adjustment clauses based on local, rather than national, consumer price index changes. "Consequently, inflation has come to drive, in a formal fashion, compensation changes and differences in local markets. Continuing differences in inflation rates, as much as 2.3 percentage points in 1980, indicate that living-cost differences will emerge as an increasingly important factor in administering national pay systems." S&MM

Caution: 1985 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1985. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1985 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself*. The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1985 total EBI. As a result, the 1985 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

Advertisers' index appears on page 146.

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